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THE AFFECTS OF BEHAVIOR ON CELEBRITY IMAGE

A Thesis

Presented to the

Faculty of

California State University,

San Bernardino

In Partial Fulfillment

of the Requirements for the Degree

Masters of Business Administration

by

Christina Marlene Arredondo

March 2005

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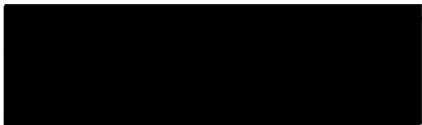
San Bernardino

by

Christina Marlene Arredondo

March 2005

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ABSTRACT

Due to celebrities use in advertising, they are now playing a greater role in the lives of consumers. Because of this a celebrity's image is becoming the most important facet of their career. The purpose of this study is to develop a better understanding of how negative behavior affects a celebrity's public image. The two hypotheses that were tested are: (1) a celebrity with a negative image will be affected less from negative publicity than a celebrity with a positive image (2) a celebrity with a positive image will be affected more from negative publicity than a celebrity with a negative image.

In order to achieve the main objective, case studies and a random sample survey were conducted. The case studies examined celebrities whose behavior was consistent (inconsistent) with their negative (positive) image. The survey's focus was to gain a better understanding of how the public views a celebrity's behavior.

At the conclusion both hypothesis were proven true. The study found that those celebrities who began with a

negative image were affected less by negative publicity than those with a positive image. The degree of damage that will occur to a celebrity with a positive image depends on how established their current positive image is and the severity of the event.

The recommendations of this study are to fully evaluate the celebrity's image, which includes their past behavior and how established their image is. In addition, the product match-up hypothesis should be utilized when choosing the right celebrity endorser.

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CHAPTER ONE

INTRODUCTION

Background

With the developments of improved communications and advances in technology the world is becoming smaller. Information from the other side of the world can be accessed within seconds on the Internet. These developments have impacted business, our everyday lives, and also the lives of celebrities. Intimate details of politicians', athletes', and actors' personal lives are more easily accessed than ever before. Often the public knows intimate details about the personal and professional lives of celebrities whom they have little or no interest in. Due to the plethora of information available and the ease of acquisition, famous peoples' personal lives are becoming less of their own personal business and more of the public's business. Gossip media, whose main purpose is to gather and communicate personal details of celebrities, athletes, and others in the public eye, are becoming more popular and abundant.

Due to this trend celebrities are now playing a larger role in consumers' lives. Marketers have seen the advantages of utilizing the celebrity image to sell their product. According to Agrawal and Kamakura (1995) approximately 20% of all television commercials feature a celebrity, which constitutes 10% of all money spent on television advertising. An advantage of using celebrity endorsers in advertising is that they are noticed more, hold viewers attention, and are able to break through the advertising clutter (Miciak and Shanklin, 1993). Another advantage of using a celebrity in an advertisement is the widespread press coverage for the product and brand that is generated from signing a celebrity to an endorsement. For example, Cindy Crawford gained much press for Revlon's launch of the "Won't kiss off test" in 1994 when she was seen kissing reporters (Erdogan, Baker, and Tagg, 2001). Another reason why celebrities are effective endorsers is that they are often included in a consumer's reference group due to their attractive and likeable qualities. Reference groups provide points of comparison through which the consumer may evaluate attitudes and behavior. Thus, by purchasing the celebrity-endorsed

product the consumer is fulfilling their desire to identify with this reference group (Kamins, 1990).

When a company signs a celebrity endorser they are signing an image. Because of this, a celebrity's image is the most important facet of their career. With the right image one can obtain endorsements, movies, and television shows that create a snowball effect; gaining them more attention and ultimately, improving upon their career. The right image is not always a clean, controversy free image. For example, Eminem, who is known as a foul mouth rapper whose lyrics are offensive to many, has become popular because of his image. On the other side, NBA star Kobe Bryant, before the sexual assault charges, was a role model for kids. His wholesome image landed him many lucrative endorsement deals.

A celebrity who is looking to maintain their image must act accordingly. If they fail to do so they must be prepared to combat the negative publicity associated with such behavior. If a celebrity endorser's image changes suddenly, it can destroy the fit of the endorsement. For example, Geri Halliwell, ex-Spice girl, in an attempt to disassociate from her bad girl image began endorsing

cancer charities and was appointed a roving ambassador by the United Nations. However, this image of the good girl was lost when she was photographed smoking a cigarette. Negative publicity about a celebrity endorser can influence the consumer's perception of the celebrity and the product (Erdogan, Baker, and Tagg, 2001). Therefore, a company must carefully evaluate the celebrity they choose to represent them.

Statement of the Problem

Celebrities are human and they make mistakes. However, their mistakes are scrutinized by the public and hold greater consequences than those mistakes made by a non-celebrity. This research will examine the affects of a celebrity's bad behavior, which leads to negative publicity, on their public image, which plays an important role in current and future endorsement deals. The hypothesis that will be tested is:

Hypothesis

A celebrity with a negative image will be affected less by negative publicity than a celebrity with a positive image.

Purpose of the Study

The purpose of this study is to develop a better understanding of how negative behavior affects a celebrity's public image. This study will allow managers and marketers to better understand how consumers respond to negative publicity. Celebrities are constantly amazing the public with strange and absurd behavior. From Eddie Murphy getting caught with a transvestite prostitute, to well known and prosperous actress Wynonna Ryder shoplifting, the public never knows what to expect. By determining how negative publicity affects a celebrity's public image marketers and managers can gain a better understanding of how consumers will react.

Limitations of the Study

Due to limited access to celebrities and their managers, the information gathered in the literature review is from scholarly sources and news articles from credible sources. The primary research was collected in the vicinity of San Bernardino County, California and thus, will reflect the opinions of its population. The

primary research study consisted of only 100 participants; therefore, the study cannot be generalized.

Definition of Terms

Celebrity

A celebrity is any public figure. This includes actors, actresses, performers, talk show hosts, comedians, writers, models, musicians, magicians, announcers, artists, reality contestants, dancers, politicians, athletes, and socialites. According to the Oxford English Dictionary (1989) a celebrity is a person of celebrity; a celebrated person: a public character.

Celebrity Endorser

Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with the consumer good in an advertisement (McCracken, 1989).

Celebrity Endorsement

This occurs when a celebrity is associated with a consumer good. There are four forms of association. (1) Explicit form ("I endorse this product"), (2) implicit form ("I use this product"), (3) imperative form ("You

should use this product"), (4) copresent form (i.e., in which the celebrity merely appears with the product) (McCracken, 1989).

Image

This is the representation the public has of a celebrity due to their behavior and actions. This is the likeness celebrities identify themselves with. An image can be either positive or negative. According to the Oxford English Dictionary (1989) an image is "A concept or impression, created in the minds of the public, of a particular person, institution, or product".

Moral's Clause

This is a clause contained within many endorsement contracts that allows a contract to be cancelled for immoral behavior. It is sometimes referred to as a cancellation clause. A moral's clause allows companies to terminate a contract without penalty in the event of an incident by the endorser that greatly damages the company's reputation. That "incident" is often limited to some sort of criminal activity and the legal language can even mandate an actual conviction of a crime before the deal is terminated.

NBA

National Basketball Association

Negative Image

A celebrity with a negative image is one who aligns themselves with bad, socially unacceptable behavior and events. This alignment can be in their personal lives or manifested through their career. For example, many rap artists feel that they must project a "thug" image in their personal life in order to be taken seriously in their career. A celebrity with a negative image participates in controversial behavior. They can be known to indulge in heavy partying, drinking, and drugs, and make no attempt to be discrete. They often promote the publicizing of their bad behavior. A celebrity with a negative image is not likely to be a role model parents want their children to look up to. An example is the rapper and actor Snoop Dogg. This known convicted felon is a former member of the Crips gang in Long Beach, California. His songs are about drugs, guns, being in a gang, and portraying women as sluts and hoe's. He refers to himself as a pimp and is well known to smoke marijuana and have legal problems.

Positive Image

A celebrity with a positive image is one who aligns themselves with good, socially acceptable behavior and events. This alignment can be in their personal lives or manifested through their career. For example, many athletes project an admirable image in their personal life. A celebrity with a positive image refrains from controversial behavior. They can be known to be a nice person who is respectable of others. They avoid publicizing their bad behavior. A celebrity with a positive image is likely to be a role model parents want to their children to look up to. An example is actor and rap artist Will Smith, who abstains from controversy and is known as a nice guy who does not use foul language in his songs. He is known as a family man who cares and is faithful to his wife.

CHAPTER TWO

LITERATURE REVIEW

There are various models that attempt to explain what makes an effective celebrity endorsement. The meaning transfer model explains how the meaning an endorser brings to the endorsement process contributes to the effectiveness of the endorsement. The Product Match-up Hypothesis states that a successful celebrity endorsement depends on a proper fit between the celebrity and the product. Part of the Product Match-up Hypothesis is to match the product to a credible and attractive endorser. The Source Credibility Model and the Source Attractiveness Model explain the importance of matching the celebrity and the product.

Meaning Transfer Model

Celebrity endorsements are special examples of a more general process of meaning transfer (Erdogan, Baker, and Tagg, 2001). The effectiveness of the celebrity endorser depends on the meaning the endorser brings to the endorsement process (Kamins and Gupta 1994).

According to Kamins and Gupta (1994) the meaning transfer model attempts to explain the celebrity endorsement process. This three-stage process of meaning transfer involves the formation of a celebrity image, transfer of that image or meaning from the celebrity to the product and finally from the product to the consumer. Langmeyer and Walker's studies demonstrated the meaning transfer model by showing that symbolic meanings possessed by celebrities, (Cher, Madonna, and Christie Brinkley) transferred to the endorsed brand/product (Scandinavian Health Spas, bath towels, and blue jeans) (Erdogan, Baker, and Tagg, 2001).

According to McCracken (1989) the transfer process begins when the advertiser decides what he/she wished to the product to say. This is done by identifying the cultural meanings intended for the product (i.e., the type of gender, status, age, lifestyle, time, and place meanings). Next, the advertiser finds what objects, persons, and contents represent their intended product image. These set the stage for the transfer of meaning from the product to the consumer. Last, the advertiser creates an advertisement that allows the intended

meanings to be represented in the product. A well-crafted advertisement enables this transference. In this transference the intended product meaning that is represented in the celebrity endorser, moves to the consumer good and finally, to the life of the consumer. Several instruments facilitate this transfer, one of which is through advertising and the fashion system. The movement of meaning from a consumer good to the individual consumer is accomplished through the efforts of the consumer. Consumers must internalize these meanings by putting them to work in the construction of their notions of self and the world (McCracken, 1989).

Product Match-up Hypothesis

According to Till and Shimp (1989) it is important to fit the celebrity image with the product because the success of an endorsement depends in part on the proper fit between the celebrity and the product. This is the basis for the Product Match-up Hypothesis, which states that messages conveyed by the celebrity image and the product should be congruent for effective advertising (Erdogan, Baker, and Tagg, 2001). Thus, the greater the

similarity between the celebrity image and the product image, the more effective the advertisement. For example, if the product image were one of prestige, an endorser with the similar image would yield the greatest results. According to Erdogan (1999) advertising a product via a celebrity who has a relative high product congruent image leads to greater advertiser and celebrity believability relative to an advertisement with a less congruent product/endorser image.

The degree of congruency between a celebrity and a brand depends on the degree of perceived "fit" between the brand image and celebrity image. The more congruent the brand and the celebrity, the more the ad will receive support and believability as compared to a situation where there is low congruence (Erdogan, Baker, and Tagg, 2001). According to Erdogan, (1999) company reports show that celebrity endorsers are more effective than non-celebrity endorsers in generating all desirable outcomes when companies utilize celebrities whose public image matches with the products and target audiences and who have not endorsed products previously.

One way to fit a celebrity with a product is based on expertise. It has been found that greater attitude change was induced by a more credible source (Kamins and Gupta, 1994). Thus, a celebrity that is perceived as an expert is more persuasive (Erdogan, Baker, and Tagg, 2001). A credible source is perceived to have inherent attributes such as trustworthiness, expertise, and attractiveness (Kamins and Gupta, 1994). For example, Tiger Woods, who is known as one of the best golfers in the world, would be a great match for golf clubs.

Source Credibility Model

The Source Credibility Model asserts that the effectiveness of a message depends on perceived level of expertise and trustworthiness of an endorser (Erdogan, Baker, and Tagg, 2001). Expertise is defined as the perceived ability of the endorser to make valid assertions. Trustworthiness is the perceived willingness of the source to make valid assertions (McCracken, 1989). A celebrity endorser can influence beliefs, opinions, attitudes, and/or behavior through a process called internalization. Internalization occurs when the consumer makes the celebrity's beliefs on the product or brand

their own. The greater the congruence between the celebrity endorser's image and the product the more easily the message can be internalized (Kamins and Gupta, 1994).

Another way to ensure a good fit is to choose physically attractive endorsers. There is considerable research in the social sciences and in marketing that shows a physically attractive source facilitates attitude change toward issues, products, and ad-based evaluations (Kamins, 1990). According to Erdogan, Baker and Tagg (2001) attractive endorsers are more successful in changing the consumer's beliefs that lead to purchase intent when the product is attractiveness related. A study by Kamins (1990) found that for an attractiveness-related product, use of a physically attractive celebrity (Tom Selleck) significantly enhance the endorsers credibility and attitude toward an ad, as compared to a physically unattractive celebrity (Telly Savalas).

Source Attractiveness Model

The Source Attractiveness Model believes that the effectiveness of a message depends on the similarity, familiarity, and likeability of the endorser (Erdogan,

Baker and Tagg, 2001). Familiarity is defined as knowledge of the source through exposure. Likeability is affection for the endorser as a result of their physical appearance and behavior, and similarity is a supposed resemblance between the endorser and the receiver of the message (McCracken, 1989). In order for the message to be effective the consumer must know of the celebrity endorser and their image, believe that they are like the celebrity endorser and like their physical appearance and behavior. It is believed that in order to identify with a celebrity endorser a consumer will accept the celebrity endorser's message. Thus, the more physically attractive the celebrity endorser is to the consumer the greater the effectiveness of the advertisement will be (Erdogan, Baker, and Tagg, 2001). This is accomplished through a process called identification. Identification occurs when the consumer adopts a behavior or opinion derived from another person because of their need to identify with the attractive source (Kamins and Gupta, 1994). According to Erdoganm Baker and Tagg (2001) research has shown that physically attractive endorsers are more successful at changing the consumer's beliefs and generating purchase

intentions. This is the reason attractive celebrities such as Jennifer Aniston, Kate Moss, Madonna, and Cindy Crawford are endorsers of personal care products such as shampoo, skin and hair care, and make-up (Erdogan, Baker, and Tagg, 2001).

Many companies have utilized the product match-up hypothesis. A senior vice president of a leading beverage company stated that celebrities are an unnecessary risk unless they are very logically related to products (Erdogan, 1999). Another practitioner stated that if there is a combination of an appropriate tie-in between the company's product and the celebrity persona, reputation, or the line of work the celebrity is in, then advertisers can get both things, the fame and the tie-in working for them (Erdogan, 1999). In many instances the absence of connection between the celebrity and the product can lead to consumers believing that the celebrity has been overly compensated to endorse the product. Another effect that can occur is the vampire effect. A vampire effect occurs when the audience remembers the celebrity, but not the product or service due to the celebrity's lack of a distinct and specific

relationship to the product they are endorsing (Erdogan, 1999) .

In conclusion, the product match-up hypothesis stated that the entire image of the celebrity should match with the endorsed brand and the target audience. It maintains that the product, the celebrity endorser's image, and the advertisement message must be congruent and "fit" as closely as they can. The greater the congruency the more effective the advertisement will be. Attractiveness and creditability are important attributes of congruency and should be considered along with the product type when choosing a celebrity endorser.

Impact of Negative Publicity

There are many advantages to using celebrity endorsers in advertisements. Celebrity endorsements create and maintain consumer attention, and draw attention to the ad making it stand out from the surrounding clutter (Erdogan, 1999). In addition, if a company's image has been tarnished, a celebrity endorser can assist in the recovery through association. Celebrity endorsements can also be a powerful device to enter

foreign markets. Those celebrities with worldwide popularity can help companies break through many international barriers such as culture, language, relationships, power, risk, masculinity, femininity, and many others (Erdogan, 1999).

Even though there are many benefits that come from celebrity endorsements there are costs and risks associated with them as well. One of those risks is that a popular celebrity can overshadow the brand. Another threat is that the relationship between the celebrity and a particular brand can become indistinctive as a celebrity's image becomes tied in with many brands (Erdogan, 1999). In addition a celebrity may become involved in controversy that not only can tarnish their image, but also the product they are endorsing.

Negative publicity about a celebrity can affect the brand they are associated with in a negative way (Till and Shimp, 1998). According to Teather (1995) there are two types of negative events that can evoke negative publicity, those you foresee by using an unpredictable celebrity and those that are unpredictable and out of the control of the celebrity. For example, when signing a

celebrity like the former NBA bad boy Dennis Rodman advertisers knew that there is a chance for crazy behavior that would yield negative publicity. On the other side if a celebrity's famous partner gets in trouble that is an unseen event that the celebrity has little control over. An example of this is when Elizabeth Hurley's boyfriend, Hugh Grant was caught with a prostitute. At the time Elizabeth Hurley was an endorser of Estee Lauder, who did not drop her, but she was prohibited from being seen in public with Hugh Grant until the negative publicity subsided (Teather, 1995).

The effect of negative publicity varies with how established the celebrity or brand is in the public's mind. The effect is minimal when the celebrity or the brand has a firmly established image in the public's mind. However, if the image of the celebrity and product is not firmly established then the negative publicity has a negative effect on the celebrity and the brand. However, how does negative publicity affect celebrities with established negative images who endorse products that target smaller niche groups of consumers that identify with the celebrity's negative image? For

instance, many newly established clothing lines target the "hip-hop" culture that is emerging. Lines like FUBU, Phat farm, and Sean John all utilize the negative bad boy image to sell their products. Therefore, when one of their endorsers gains negative publicity it only cements the image in the minds of the consumers and, unlike traditional brands, the negative publicity helps them.

Case Studies: Behavior Inconsistent with Positive Image

Janet Jackson

Image. Janet Jackson is a pop singer who has had a long successful career in the music and movie industry. Her image is one of mild sexuality. Her primary audience is young to middle aged adults.

Event. During the half time performance of the 2004 Super bowl Janet Jackson bared her right breast while live on television. As Justin Timberlake was singing the end line to his song, "I'll get you naked by the end of this song," he ripped off Janet Jackson's top exposing a bare breast with a metal solar nipple medallion covering her nipple (Anonymous, 2004).

Outcomes. After the event was over both performers apologized and said it was a mistake. Justin Timberlake's un-official punishment was being banned from performing at the Grammy Awards and Janet Jackson lost a movie deal to play Lena Horne in ABC's Lena Horne biopic. Janet Jackson backed out due to Horne's daughter's refusal to sign a contract giving ABC permission to start production on the TV movie as long as Janet Jackson participated. Janet Jackson was to play Lena Horne based on her autobiography (Shister, 2004).

Media Attention. The event gained even more attention when the FCC (Federal Trade Commission) investigated the event and the White house weighed in on the issue. The overall affects to their career were trivial, however; the lasting effects have been the FCC becoming a bigger part of public radio and TV.

Analysis. Overall this event hindered Janet Jackson when selling to the more conservative target markets. However; this did bring about attention and press coverage, though negative that also drew attention to her new album.

Madonna

Image. In 1989 Madonna was an up and coming musical artist who was known for her outrageous outfits. This incident was the first step in positioning herself as the offensive, sexual musical artist she later became.

Event. Madonna's 1989 video for "Like A Prayer" featured, Madonna dancing in a slip in front of burning crosses, kissing a black saint, and experiencing spontaneous stigmata. Madonna signed a 5 million dollar endorsement deal with Pepsi-Cola, which included a series of TV commercial, and sponsorship of her world Blond Ambition tour (Devaney, 2004). The first commercial aired on main TV channels around the world on Primetime. In the commercial we can see Madonna watching herself in a movie of her birthday, taking dance lessons in a catholic high school and the end scene is her singing and dancing in a church, with her song "Like A Prayer" which was playing throughout the commercial.

Outcome. The day after Madonna's Pepsi-Cola commercial debuted MTV aired her video, which sparked controversy around the world. After seeing the video Pepsi pulled the ad campaign, dropped Madonna as their

spokesperson and separated itself from sponsoring her Blond Ambition tour. The commercial, which was inoffensive, aired a few times before it was pulled. Pepsi's decision to pull the commercial was influenced by religious and family group's protests. The Catholic Church called it blasphemous and called for a boycott of all Pepsi-Cola products (Devaney, 2001). In addition the American Family Association (AFA) called for a yearlong boycott of all Pepsi-Cola products. However, after Pepsi dropped Madonna, they cancelled the boycott.

Media Attention. With the Catholic Church and the AFA calling for a boycott, this event gained much media attention from around the world and gained Pepsi some negative publicity. Many critics said her career was over.

Analysis. The controversy and media attention allowed Madonna to become a household name. She never apologized for the video, which was the first step in positioning her as a controversial music artist.

The Dixie Chicks

Image. The Dixie Chicks are an all woman country band from Texas. They were not a controversial band and maintained a wholesome image.

Event. On March 10 in London Natalie Maines of the Dixie Chicks told an audience that, "Just so you know, we're ashamed the President of the United States is from Texas" (Ali, 2003).

Outcome. This caused country stations to stop playing their new album, "Home" and Travis Tritt, another well known country star, encouraged a boycott of all their songs and albums. Around the country disappointed fans gathered to destroy their tapes, CD's, and concert tickets (Meyer, 2003).

Media Attention. Happening in London, UK the news quickly spread to the United States and gained national attention. Soon after Natalie Maines publicly apologized, saying it was all a joke and that they are proud to be an American. By April, the Dixie Chicks were on full-on damage-control mode, appearing nude on the cover of Rolling Stones with various slanderous sayings written about their bodies. Inside the issue they discussed the

controversy. Diane Sawyer on Primetime live also interviewed them, where Maines said she regretted her "disrespectful" comment, but not her question-authority attitude.

Analysis. The timing of the event was when President Bush's approval was at an all time high, especially with the conservative, patriotic audiences, which makes up their fan base. These two factors caused the effects to be immense. The intense media attention allowed for the news to quickly spread, however; it also allowed the Dixie Chicks to quickly apologize, thus, starting their campaign to reverse the affects in an attempt to save their recording career.

Michael Jackson

Image. Michael Jackson was the world's largest pop singer. His long, successful solo career began in the 1980's. He was known as a supporter of less fortunate children whom he invited to his Neverland Ranch, which he turned into an amusement park. At the time of the incident Michael Jackson was at the top of his career, just winning a Grammy Award.

Event. In July 1993 Michael Jackson was accused of molesting a 13-year old child that was a frequent guest at his home. Police raided his home while he was on tour in the Far East and he cancelled a number of performances due to dehydration. In addition Michael Jackson confessed that he was addicted to painkillers and was seeking treatment (Sandler, 1993). Previous to this accusation, the Grammy Winner's image was clean and he was at the top of his career. At this time Michael Jackson had a long-time sponsorship with Pepsi-Cola that started in 1983 after winning eight Grammy Awards.

Outcome. Long time sponsor Pepsi-Cola pulled out of their contract with Michael Jackson after the accusation and the admission of addiction to painkillers. In addition Michael Jackson suspended his touring schedule and lost his once flawless reputation. The case concluded in 1995 with Michael Jackson agreeing to pay \$15.3 million dollars to the child he was accused of molesting. Michael Jackson did not admit misconduct but said to have settling the case because of its potential to harm his career (Anonymous, 1993).

Media Coverage. With Michael Jackson being the world's most popular superstar, the media around the world swarmed to cover this story. Many late night talk show hosts mocked Michael Jackson. Due to the constant media attention Michael Jackson went into hiding in November. The media coverage continued strong through the trial's end in 1995.

Analysis. Michael Jackson was tried in the court of public opinion from the beginning of the ordeal. After the accusations came in the public began to form their opinions. With the out of court settlement with the accuser, Michael Jackson failed to restore his tarnished image. Instead of clearing the air of the accusations, many feel that the settlement was an admission of guilt. Due to this event his lucrative career as an endorser of products is over. To this day Michael Jackson never escaped the initial allegations. Now, with new allegations and strange antics over the years, Michael Jackson has become more of an amusement to the public, not an entertainer. This is seen as he is frequently referred to as "Wacko Jacko" by the Media. Despite the initial allegation Michael Jackson continues to sell

records. However, he is much more popular outside the United States. Currently Michael Jackson is known better for his private life than for his music.

Kobe Bryant

Image. Kobe Bryant is a star basketball player for the Los Angeles Lakers. He is known as a young successful athlete who's a happily married husband and father.

Event. July 2004 NBA star Kobe Bryant was accused of being charged with one count of sexual assault, a felony by Eagle County, Colorado. The accuser is a 19-year-old woman who worked at the Lodge and Spa in Colorado Kobe Bryant had been staying. If convicted, Bryant could serve four years to life in prison or 20 years to life on probation. The charge also carries a fine of up to \$750,000 (Tuchman & Cabell, 2003). At the time of the accusations Kobe's major endorsers were McDonalds, Sprite, Nike, Upper Deck, and Spalding, which combined total \$20 million a year. In addition Kobe had an endorsement deal with Nutella chocolate spread (Vence, 2004).

Outcome. Kobe Bryant's untarnished image as a young successful athlete who's a happily married husband and

father earned him millions of dollars in celebrity endorsements was over. After his arrest Kobe's endorsement presence subsided. Ferrero of Italy, the maker of Nutella chocolate spread, one of his minor endorsers, terminated its \$500,000 annual agreement. McDonald's chose not to renew Bryant's three-year contract, which ended December 31, 2003 (Vence, 2004). According to Robert Hanashiro, (2004) McDonald's spokesman Bill Whitman said, "It would be inappropriate to comment or speculate at this time about any future sponsorship relationship". After Kobe's arrest McDonalds ceased airing Kobe's commercial and soon after, they launched new tagline of "I'm Lovin' It" (Parmar, 2004). Nike signed Bryant to a five year, \$40 million dollar contract just days before the allegations were made public. The company received free publicity just from the media exposure. Though Nike has not cancelled Kobe's contract, he is currently not included in any advertisements or promotions. Kobe's 1997 contract with Sprite, which is part of Coca-Cola Company, expires in 2005. The official stance is that they are watching the outcomes and will evaluate whether to renew his contact

in 2005. Once again, Kobe's image is not utilized in any advertising (Vence, 2004).

Media Coverage. With the Lakers' success Kobe Bryant became a household name. Even non-basketball fans knew of Kobe Bryant. The media and tabloids swarmed over this story. For the first week after the arrest the Kobe Bryant scandal was covered by all major TV news broadcasts, sports media, radio shows, newspapers, magazines, and Internet media venues. The Associated Press voted Kobe Bryant's case the top sports story of 2003.

Analysis. Guilty or innocent, the charges and the arrest have led the public to form their own judgments on his innocence. Previous to this incident Kobe Bryant stood out in the NBA because of his squeaky clean image and was known as a role model that parents wanted their kids to look up to. Of all the athletes to be accused of sexual assault Kobe was last on the list. That is why this will have such a magnitude effect on Kobe's reputation and ultimately his endorsement career. After the arrest his endorsers either did not renew his contract or ceased to utilize his image in relation to

their product. His initial protest and then later admission of relations with the defendant have tarnished his image from the start. Even with an innocent verdict Kobe Bryant will never retain his previous flawless image.

Case Studies: Behavior Consistent with Negative Image

Paris Hilton

Image. Paris Hilton is a socialite that is known for outrageously sexy outfits and behavior. Paris and her sister, Nikki Hilton are heiresses to the Hilton Hotel Empire.

Event. In November 2003 a sex video surfaced of Paris Hilton and then boyfriend, Rick Salomon. The video was taped three years ago when Paris Hilton was 19 years old. The tape was sent to several gossip columnists. Her parents have threatened legal action against anyone who releases the tape. The tape was released on various websites. When rumors of the tape first began, Paris Hilton denied its existence but she was forced to take it back after it became obvious that the video was real (Neufeld, 2004).

Outcome. The tape was released despite the threats of legal action by her parents. On the Internet, links to the bootleg copies appeared. At the time the tape was released Paris Hilton and friend Nicole Richie, daughter of Lionel Richie, were to begin their first TV show The Simple Life. According to Sarah Hall (2003) her family released a statement saying, "The Hilton family is greatly saddened at how low human beings will stoop to exploit their daughter, Paris, who is sweet-natured, for their own self-promotion as well as profit motives." After the tape was released t-shirts and other merchandise were offered online.

Media Coverage. The story was all over magazines, entertainment, and tabloid shows. Paris Hilton's publicity team began frantic attempts to save her image by trying to push guilt upon those who would circulate the tape. T-shirts and other merchandise aided in the exposure.

Analysis. The videotape was released around the same time as publicity started for her new reality TV show, "The Simple Life". This controversy gave her more exposure, though negative, than usual. Those who did not

follow gossip columns knew about the event and consequently, her upcoming show. The reality show was a success and lead to another season. Many viewers tuned in to her reality show to get to know the girl in the tape. Within a month the news was old, however; her new reality show was off to a good start. Paris Hilton's image today remains near the image before the tape. With the reality shows success she has been offered acting and modeling projects. Currently, she is set to be the new face for Guess clothes, has signed a deal to release a new perfume, and plays the lead in an upcoming movie about sorority girls.

Dennis Rodman

Image. Dennis Rodman was known for breaking records and rules on the basketball court. From 1992 to 1997 he was suspended ten times causing him to miss 26 games. For his overall career he received 211 technicals, 20 ejections and 11 suspensions (Puma, 2003). Dennis Rodman earned the title of the bad boy of basketball with technicolor hair colors, tattoos, body piercing, cross dressing, and late night partying (Dunbar, 1999).

Event. In 1997 Dennis Rodman dumped his endorsement contract with Nike to sign a \$15 million endorsement deal with Converse (Krupa, 1999). Dennis Rodman's personal antics obtained more press coverage than his on court game. One of which that could have affected his endorsement was when he walked out on the Los Angeles Lakers for eight days to take care of personal business. There was not one particular event but a cluster of outrageously public behavior.

Outcome. Due to his unpredictable antics and image, the Converse deal brought about widespread criticism. Converse eventually ended the contract with Dennis Rodman sighting that shoe sales were not as high as expected. However it is believed that Dennis Rodman's personal life antics that landed him in the tabloids more than his NBA career were not giving Converse the recognition it wanted (Krupa, 1999).

Media Coverage. Dennis Rodman was constantly in the newspaper and magazine tabloids for his crazy exploits. This also gained him recognition on sports programs but not for his on court performance.

Analysis. Since Dennis Rodman was continuing his normal behavior he concreted his bad boy image with the public. Overall, his extreme behaviors led to the end of his NBA career.

Busta Rhymes

Image. Busta Rhymes is a rapper who came into fame when his second solo album "When Disaster Strikes" was released on September 16, 1997. Busta Rhymes had the normal bad boy rapper image.

Event. In December 1998 he was arrested for unlawful weapon possession and drug charges. Busta Rhymes was charged with a third degree felony for weapons possession after being pulled over in Mercedes (Anonymous, 1999). The trial ended in September 1999 with a sentence of five years probation. Then in December of 1999 he was charged with violating a restraining order to stay away from his ex-girlfriend, Joanne, the mother of his son (Pratt, 1999). In the midst of a trail for his arrest Mountain Dew signed Busta Rhymes to an endorsement deal to appear in commercials. In addition his music was included in Pepsi's "Choose Your Music" promotion where consumers will have the chance to create their own customized CDs.

Pepsi is the parent company of Mountain Dew (Anonymous, 2000).

Media Coverage. The media coverage was minimal and did not warrant front-page distribution. It was a one-time story that did not raise much controversy. Those who were aware and fans of the rapper could obtain the information, however; his many arrests were not front-page news.

Analysis. Because of the target market Mountain Dew was aiming for Busta Rhymes, arrests were inconsequential. In addition, the lack of media interest and coverage aided to the discretion that allowed Mountain Dew to keep the endorser without criticisms.

Snoop Dogg

Image. Calvin Broadus also known as Snoop Dogg is known as a marijuana smoker and foul mouth gangster rapper whose songs talk about being a thug, selling drugs, and being a pimp. It is a well-known fact that he used to be a member of the Crips gang when he was a teenager in Long Beach, California, selling crack cocaine. He was convicted on felony drug charges and served eight months in prison. Soon after his release, he

faced murder charges for the death of a 20-year-old rival gang member in 1993 but was acquitted. However, despite this image, he has been accepted into mainstream households and Hollywood. More recently he had developed a style of talking that has caught on in many hip-hop and mainstream circle called, doggie fizzler.

Event. In February 2002, while filming "Girls Gone Wild Doggy Style," Snoop Dogg allegedly enticed a 17-year-old girl (and her 18-year-old friend) with knowledge of both their true ages, to flash his camera by offering the young women marijuana and ecstasy, according to a Florida sheriff's investigator. In August 2003 charges were filed and the case remains open (Kessler, 2003). In December 2003 Snoop Dogg signed on to endorse Nokia cell phones in upcoming December 2004 commercials that are part of the BCS National championship 2004 Nokia Sugar Bowl. In the ads, which will be directed by Madonna's husband Guy Ritchie, the home audience will have the opportunity to help Snoop find the person who is eyeing the ADT National Championship Trophy as their own. The ADT National Championship Trophy is the ultimate prize that will be taken home by one of the teams in the 2004

Nokia Sugar Bowl. In return for their help in solving this mystery, home participants have the chance to win prizes with a grand prize of \$100,000 (Stanley, 2003).

Media Coverage. The news of the allegations hit entertainment media outlets and the entertainment section of general news outlets. The media attention was minimal and the story was news for a week.

Analysis. Snoop Dogg had made a career of the bad boy gangster rapper persona. He is vocal about his gang member youth; supports and promotes illegal drugs and behavior. With the acceptance of the hip-hop culture into mainstream society Snoop Dogg's image has become more acceptable. In an attempt to tone down his bad boy image he publicly announced that he was abstaining from using marijuana and alcohol to concentrate on his family and career. This announcement aided in his acceptance by mainstream society. Despite his constant legal problems Snoop Dogg is a desired endorser who has landed major roles in blockbuster movies. The public has accepted his bad boy image with humor, which has made Snoop Dogg an acceptable spokesman.

CHAPTER THREE

METHODOLOGY

Design of the Investigation

In order to achieve our main objective to develop a better understanding of how negative behavior affects a celebrity's public image, case studies and primary research in the form of a survey were conducted.

Case Studies

Two focuses were evaluated in the case study. The celebrity cases were chosen based on the severity of event, the popularity of the celebrity, media coverage, and the outcome. The first set of case studies evaluated celebrities whose positive image was threatened because of an event or behavior that was inconsistent with their image. The second set of case studies looked at celebrities with negative images who received negative publicity due to a negative event or behavior. The evaluation purpose was to assess the hypothesis: A celebrity with a negative image will be affected less from negative publicity than a celebrity with a positive image. In evaluating the outcome of the event, the case

studies looked at the amount of publicity and the level of severity associated with the event.

Survey

In addition to case studies, primary research in the form of a survey was conducted. The survey questions were formulated to gain a better understanding of how the public views a celebrity's behavior, what actions they feel are offensive, and how such behaviors affect their opinions. Personal information about the participant was gathered in order to gain an understanding of how different segments of the population's opinions vary.

Sample Population

A random sample was used from the Southern California area, concentrating in San Bernardino County. The thirty-one cities that make up San Bernardino County stretch across twenty thousand square miles of land (See appendix B). The population of San Bernardino County is 1.7 million residents according to the 2000 census. The population consists of fifty-two percent Caucasian, thirty-five percent Hispanic, eight percent African American, four percent Asian, and one percent American

Indian. The average age is thirty years old. Forty-two percent of the population is between the ages of twenty-five and fifty-four (See Appendix A).

Treatment

The instrument used in data collection consisted of a precisely designed survey which consisted of yes/no and multiple-choice questions. Upon approval of the survey, test surveys were conducted to seek out any potential problems that could arise with the administration of the survey.

To obtain a random sample various parts of San Bernardino County were chosen for distribution of the instrument. The respondents were given the survey and an administrator was available to answer any questions that arose. Upon completion of the survey the administrator thanked the respondent for their participation and time, as well as answered any questions they may have had. After the quota was obtained the completed surveys were coded in order to enter the data into the statistical program, SPSS. The SPSS program was formulated for the survey questions and answers by the researcher. Once data

was entered various tests were conducted in order to better understand and interpret the data. These tests included frequencies and crosstabs.

Data Analysis Procedures

In order to analyze the survey results the data was entered into SPSS and the following calculations were prepared.

Frequencies

Frequencies for all questions were run to determine the most common answer for each question (See Appendix C).

Crosstabs

In order to obtain a better understanding of how gender affects opinions, gender crosstabs were run on all questions. However, those questions with a significant difference between men and women were evaluated. The following questions showed significant differences between genders (See Appendix D).

Question One: What do you think about a celebrity who cheats on his/her partner?

Questions Three: Which behavior do you find the most offensive for a celebrity?

Question Five: How did the Super Bowl incident change your opinion about Janet Jackson?

Question Six: How did the Super Bowl incident change your opinion about Justin Timberlake?

Question Sixteen: If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?

Question Seventeen: If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?

Question Eighteen: If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?

Question Twenty: If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?

Question Twenty-five: Does your opinion about a celebrity's behavior affect how much you like or dislike them?

Question Twenty-Six: Does a lawsuit settled out of court by paying the accuser money imply guilt?

Question Twenty-Eight: If an endorser for a soda product gets arrested for drugs should they lose their endorsement deal?

Question Thirty: If an endorser for an alcohol product gets arrested for drugs should they lose their endorsement deal?

Question Thirty-Two: If a celebrity endorser is known as for bad behavior gets arrested for behavior that is expected from their reputation should they lose their endorsement deal?

Question Twenty-Eight: If an endorser for a soda product gets arrested for drugs should they lose their endorsement deal?

CHAPTER FOUR
RESULTS AND DISCUSSION

Presentation of the Findings

Question One

What do you think about a celebrity who cheats on his/her partner? Of the respondents surveyed 52% felt that if they knew a celebrity cheated on his/her partner that it would lower their opinion of them, but they would still support their careers as they did before. Twenty percent said that they don't think it is OK, but they still like them (See table 1).

Table 1. Question One Results

What do you think about a celebrity who cheats on his/her partner?	
No opinion, It has no effect on whether I like or dislike them	19%
I don't think it is OK, but I still like them	20%
It lowers my opinion of them, but will still support their careers as I did before	52%
I dislike them and try not to support their careers	8%
I dislike them and will stop supporting their careers	0%

Source: Celebrity Behavior Survey Summer 2004

Question Two

Do you enjoy seeing celebrities in movies that usually have: Of the respondents surveyed 68% said that it did not matter and 21% preferred celebrities with no controversy in their personal life (See table 2).

Table 2. Question Two Results

Do you enjoy seeing celebrities in movies who usually have	
No controversy in their personal life	21%
Some controversy in their personal life	6%
Are controversial and are frequently are in the tabloids for strange or bad behavior	5%
It does not matter	68%

Source: Celebrity Behavior Survey Summer 2004

Question Three

Which behavior do you find the most offensive for a celebrity? Of the respondents surveyed 72% said that they found being mean to others and hard to work with the most offensive and 21% said they found getting drunk and fighting the most offensive (See table 3).

Table 3. Question Three Results

Which behavior do you find the most offensive for a celebrity?	
Getting drunk and fighting in public	21%
Being mean to others and hard to work with	72%
Having to go into rehab for alcohol abuse	2%
Having to go into rehab for prescription drug use	5%

Source: Celebrity Behavior Survey Summer 2004

Question Four

Which do you find the most offensive for a celebrity? Of the respondents surveyed 42% said that they found getting arrested for assault the most offensive and 29% said they found getting arrested for drunk driving the most offensive (See table 4).

Table 4. Question Four Results

Which behavior do you find the most offensive for a celebrity?	
Getting arrested for drunk driving	29%
Getting arrested for drug possession	14%
Getting arrested for assault	42%
Getting arrested for tax evasion or a white collar crime	15%

Source: Celebrity Behavior Survey Summer 2004

Question Five

How did the Super Bowl incident change your opinion about Janet Jackson? Of the respondents surveyed 61% said that they had no opinion change and 13% percent said it really lowered my opinion of her (See table 5).

Table 5. Question Five Results

How did the Super Bowl incident change your opinion about Janet Jackson?	
I don't know what happened	4%
No opinion change	61%
I liked her even more after	7%
It lowered my opinion some	9%
It really lowered my opinion	13%
I really dislike her now	6%

Source: Celebrity Behavior Survey Summer 2004

Question Six

How did the Super Bowl incident change your opinion about Justin Timberlake? Of the respondents surveyed 58% said that they had no opinion change and 14% said it really lowered my opinion of him (See table 6).

Table 6. Question Six Results

How did the Super Bowl incident change your opinion about Justin Timberlake?	
I don't know what happened	4%
No opinion change	58%
I liked him even more after	7%
It lowered my opinion some	13%
It really lowered my opinion	14%
I really dislike him now	4%

Source: Celebrity Behavior Survey Summer 2004

Question Seven

Do you think an actor's behavior should affect his/her career? Of the respondents surveyed 83% said yes and 17% said no (See table 7).

Table 7. Question Seven Results

Do you think an actor's behavior should affect his/her career?	
Yes	83%
No	17%

Source: Celebrity Behavior Survey Summer 2004

Question Eight

Do you think an athlete's behavior should affect him/her as an endorser? Of the respondents surveyed 90% said yes and 10% said no (See table 8).

Table 8. Question Eight Results

Do you think an athlete's behavior should affect him/her as an endorser?	
Yes	90%
No	10%

Source: Celebrity Behavior Survey Summer 2004

Question Nine

If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her? Of the respondents surveyed 39% said yes and 61% said no (See table 9).

Table 9. Question Nine Results

If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her?	
Yes	39%
No	61%

Source: Celebrity Behavior Survey Summer 2004

Question Ten

If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her? Of the respondents surveyed 87% said yes and 13% said no (See table 10).

Table 10. Question Ten Results

If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her?	
Yes	87%
No	13%

Source: Celebrity Behavior Survey Summer 2004

Question Eleven

Would you go to see a movie if the star is known for bad non-violent behavior? Of the respondents surveyed 95% said yes and 5% said no (See table 11).

Table 11. Question Eleven Results

Would you go to see a movie if the star was known for bad, non-violent behavior?	
Yes	95%
No	5%

Source: Celebrity Behavior Survey Summer 2004

Question Twelve

Would you go to see a movie if the star were known for violent behavior? Of the respondents surveyed 70% said yes and 30% said no (See table 12).

Table 12. Question Twelve Results

Would you go to see a movie if the star were known for violent behavior?	
Yes	70%
No	30%

Source: Celebrity Behavior Survey Summer 2004

Question Thirteen

Would you go to see a movie if the star were known to use drug? Of the respondents surveyed 87% said yes and 13% said no (See table 12).

Table 13. Question Thirteen Results

Would you go to see a movie if the star is known to use drugs?	
Yes	87%
No	13%

Source: Celebrity Behavior Survey Summer 2004

Question Fourteen

Would you go to see a movie if the star is known to abuse their partner or children? Of the respondents surveyed 37% said yes and 63% said no (See table 14).

Table 14. Question Fourteen Results

Would you go to see a movie if the star is known to abuse their partner or children?	
Yes	37%
No	63%

Source: Celebrity Behavior Survey Summer 2004

Question Fifteen

Would you go to see a movie if the star is a known atheist? Of the respondents surveyed 90% said yes and 10% said no (See table 15).

Table 15. Question Fifteen Results

Would you go to see a movie if the star is a known atheist?	
Yes	90%
No	10%

Source: Celebrity Behavior Survey Summer 2004

Question Sixteen

If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her? Of the respondents surveyed 43% said yes and 57% said no (See table 16).

Table 16. Question Sixteen Results

If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?	
Yes	43%
No	57%

Source: Celebrity Behavior Survey Summer 2004

Question Seventeen

If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her? Of the respondents surveyed 70% said yes and 30% said no (See table 17).

Table 17. Question Seventeen Results

If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?	
Yes	70%
No	30%

Source: Celebrity Behavior Survey Summer 2004

Question Eighteen

If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?

Of the respondents surveyed 49% said yes and 51% said no (See table 18).

Table 18. Question Eighteen Results

If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?	
Yes	49%
No	51%

Source: Celebrity Behavior Survey Summer 2004

Question Nineteen

If your favorite athlete was arrested for assault would you form a negative opinion of him/her? Of the respondents surveyed 69% said yes and 31% said no (See table 19).

Table 19. Question Nineteen Results

If your favorite athlete was arrested for assault would you form a negative opinion of him/her?	
Yes	69%
No	31%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty

If you think a celebrity's behavior is offensive do you form a negative opinion about him/her? Of the respondents surveyed 74% said yes and 26% said no (See table 20).

Table 20. Question Twenty Results

If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?	
Yes	74%
No	26%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-One

If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc.? Of the respondents surveyed 46% said yes and 54% said no (See table 21).

Table 21. Question Twenty-One Results

If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc.?	
Yes	46%
No	54%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Two

Do you feel like a celebrity's personal life is ONLY their business? Of the respondents surveyed 69% said yes and 31% said no (See table 22).

Table 22. Question Twenty-Two Results

Do you feel like a celebrity's personal life is ONLY their business?	
Yes	69%
No	31%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Three

Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior?
Of the respondents surveyed 35% said yes and 65% said no (See table 23).

Table 23. Question Twenty-Three Results

Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior?	
Yes	35%
No	65%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Four

Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior? Of the respondents surveyed 35% said yes and 65% said no (See table 24).

Table 24. Question Twenty-Four Results

Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior?	
Yes	35%
No	65%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Five

Does your opinion about a celebrity's behavior affect how much you like or dislike them? Of the respondents surveyed 66% said yes and 34% said no (See table 25).

Table 25. Question Twenty-Five Results

Does your opinion about a celebrity's behavior affect how much you like or dislike them?	
Yes	66%
No	34%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Six

Does a lawsuit settled out of court by paying the accuser money imply guilt? Of the respondents surveyed 52% said yes and 48% said no (See table 26).

Table 26. Question Twenty-Six Results

Does a lawsuit settled out of court by paying the accuser money imply guilt?	
Yes	52%
No	48%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Seven

If an endorser for a soda product gets arrested for assault should they loose their endorsement deal? Of the respondents surveyed 61% said yes and 38% said no (See table 27).

Table 27. Question Twenty-Seven Results

If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?	
Yes	61%
No	38%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Eight

If an endorser for a soda product gets arrested for drugs should they loose their endorsement deal? Of the respondents surveyed 65% said yes and 34% said no (See table 28).

Table 28. Question Twenty-Eight Results

If an endorser for a soda product gets arrested for drugs should they loose their endorsement deal?	
Yes	65%
No	34%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Nine

If an endorser for an alcohol product gets arrested for assault should they loose their endorsement deal? Of the respondents surveyed 61% said yes and 38% said no (See table 29).

Table 29. Question Twenty-Nine Results

If an endorser for an alcohol product gets arrested for assault should they loose their endorsement deal?	
Yes	61%
No	38%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty

If an endorser for an alcohol product gets arrested for drugs should they loose their endorsement deal? Of the respondents surveyed 58% said yes and 41% said no (See table 30).

Table 30. Question Thirty Results

If an endorser for an alcohol product gets arrested for drugs should they loose their endorsement deal?	
Yes	58%
No	41%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-One

If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal? Of the respondents surveyed 21% said yes and 78% said no (See table 31).

Table 31. Question Thirty-One Results

If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal?	
Yes	21%
No	78%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Two

If a celebrity endorser is known as for bad behavior gets arrested for behavior that is expected from their reputation should they loose their endorsement deal? Of the respondents surveyed 36% said yes and 63% said no (See table 32).

Table 32. Question Thirty-Two Results

If a celebrity endorser is known as for bad behavior gets arrested for behavior that is expected from their reputation should they loose their endorsement deal?	
Yes	36%
No	63%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Three

Would you boycott a product you already use if you disagreed with the celebrity endorsers behavior? Of the respondents surveyed 27% said yes and 73% said no (See table 33).

Table 33. Question Thirty-Three Results

Would you boycott a product you already use if you disagreed with the celebrity endorsers behavior?	
Yes	27%
No	73%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Four

Would you consider trying a new soft drink if a celebrity you liked was the endorser? Of the respondents surveyed 38% said yes and 62% said no (See table 34).

Table 34. Question Thirty-Four Results

Would you consider trying a new soft drink if a celebrity you liked was the endorser?	
Yes	38%
No	62%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Five

Would you consider trying a new soft drink if a celebrity you did not like was the endorser? Of the respondents surveyed 30% said yes and 69% said no (See table 35).

Table 35. Question Thirty-Five Results

Would you consider trying a new soft drink if a celebrity you did not like was the endorser?	
Yes	30%
No	69%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Six

If a celebrity is on trial for sexual assault should they loose their endorsement deals? Of the respondents surveyed 46% said yes and 53% said no (See table 36).

Table 36. Question Thirty-Six Results

If a celebrity is on trial for sexual assault should they loose their endorsement deals?	
Yes	46%
No	53%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Seven

If a celebrity is convicted for sexual assault should they loose their endorsement deals? Of the respondents surveyed 86% said yes and 13% said no (See table 37).

Table 37. Question Thirty-Seven Results

If a celebrity is convicted for sexual assault should they loose their endorsement deals?	
Yes	86%
No	13%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Eight

If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them? Of the respondents surveyed 28.3% said yes and 70.7% said no (See table 38).

Table 38. Question Thirty-Eight Results

If a celebrity gets married and divorced frequently or is frequently involved romantically with others, does that affect how much you like them?	
Yes	28.3%
No	70.7%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Nine

If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them? Of the respondents surveyed 29% said yes and 70% said no (See table 39).

Table 39. Question Thirty-Nine Results

If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?	
Yes	29%
No	70%
No Answer	1%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question One

Age: Of the respondents surveyed 41% were between the ages of 21 and 26, and 26% were between the ages of 27 and 35 (See table 40).

Table 40. Demographic Question One

Age	
15 - 20 years old	5%
21 - 26 years old	41%
27 - 35 years old	26%
36 - 50 years old	21%
51 - 60 years old	6%
60+ years old	5%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question Two

Sex: Of the respondents surveyed 43% were males and 57% were females (See table 41).

Table 41. Demographic Question Two

Sex	
Male	43%
Female	57%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question Three

Ethnicity: Of the respondents surveyed 62% were white, 25% were Hispanic (See table 42).

Table 42. Demographic Question Three

Ethnicity	
White	62%
Hispanic	25%
Asian	4%
African American	4%
Indian	1%
Other	4%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question Four

How many hours of TV do you watch per day? Of the respondents surveyed 29% watched 3 hours per day, 28% watched less than 1 hour per day, and 27% watched 3 hours of TV per day (See table 43).

Table 43. Demographic Question Four

How many hours of TV do you watch per day?	
Under 1	28%
2 hour	27%
3 hour	29%
4 hour	7%
5 hour	3%
6+ hours	6%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question Five

What is your average yearly income? Of the respondents surveyed 27% average yearly income is \$15,000 to \$25,000 and 22% average yearly income is between \$55,000 and \$75,000 (See table 43).

Table 44. Demographic Question Five

What is your average yearly income?	
Under \$15,000	11%
\$15,000 to \$25,000	27%
\$25,000 to \$40,000	16%
\$40,000 to \$55,000	14%
\$55,000 to \$75,000	22%
\$75,000 to \$100,000	8%
\$100,000 +	2%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question Six

What is your highest educational level? Of the respondents surveyed 45% have obtained a Bachelors degree and 30% have had some college (See table 45).

Table 45. Demographic Question Six

What is your highest educational level?	
Less than High School	0%
High School	4%
Some College	30%
Associates degree	10%
Bachelors degree	45%
Masters degree	11%
PhD	0%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question Seven

What type of TV do you watch most? Of the respondents surveyed 29% watch Comedy and 17% watch the news (See table 46).

Table 46. Demographic Question Seven

What type of TV do you watch most?	
Comedy	29%
Drama	10%
Reality	11%
News	17%
Entertainment news	9%
Movies	13%
Cartoons	2%
I don't watch TV	3%
Other	6%

Source: Celebrity Behavior Survey Summer 2004

Demographic Question Eight

What type of magazines do you read most? Of the respondents surveyed 27.3% read entertainment/gossip magazines and 15.2% read news magazines (See table 47).

Table 47. Demographic Question Eight

What type of magazines do you read most?	
Fashion	14.1%
Business	12.1%
News	15.2%
Entertainment/gossip	27.3%
Travel & Leisure	4%
Trade	3%
Special interests	13.1
I don't read magazines	6.1%
Other	5.1%

Source: Celebrity Behavior Survey Summer 2004

Gender Crosstabs

Gender Crosstabs were run all on questions and those with a significant difference between men and women were evaluated.

Question One

What do you think about a celebrity who cheats on his/her partner? Of the five answers 59.6% of men versus 41.9% of women said that it lowered their opinion of them, but they will still support their careers. However, more

women (16.3%) than men (1.8%) said they dislike them and try not to support their careers (See table 48).

Table 48. Question One Crosstab Results

What do you think about a celebrity who cheats on his/her partner?	Women	Men
No opinion, It has no effect on whether I like or dislike them	18.6%	19.3%
I don't think it is OK, but I still like them	23.6%	17.5%
It lowers my opinion of them, but will still support their careers as I did before	41.9%	59.6%
I dislike them and try not to support their careers	16.3%	1.8%
I dislike them and will stop supporting their careers	0%	0%

Source: Celebrity Behavior Survey Summer 2004

Question Three

Which behavior do you find the most offensive for a celebrity? On the four answers 63.2% of men versus 83.7% of women said that being mean to others and hard to work with is the most offensive. However, 16.3% of women versus 24.6% of men said that getting drunk and fighting in public was the most offensive (See table 49).

Table 49. Question Three Crosstab Results

Which behavior do you find the most offensive for a celebrity?	Women	Men
Getting drunk and fighting in public	16.3%	24.6%
Being mean to others and hard to work with	83.7%	63.2%
Having to go into rehab for alcohol abuse	0%	3.5%
Having to go into rehab for prescription drug use	0%	8.8%

Source: Celebrity Behavior Survey Summer 2004

Question Five

How did the Super Bowl incident change your opinion about Janet Jackson? Of the respondents surveyed more men (71.9%) had no opinion change than women (46.5%). More women (18.6%) than men (8.8%) said that is really lowered their opinion of her (See table 50).

Table 50. Question Five Crosstab Results

How did the Super Bowl incident change your opinion about Janet Jackson?	Women	Men
I don't know what happened	9.3%	0%
No opinion change	46.5%	71.9%
I liked her even more after	7.0%	7.0%
It lowered my opinion some	11.6%	7.0%
It really lowered my opinion	18.6%	8.8%
I really dislike her now	7.0%	5.3%

Source: Celebrity Behavior Survey Summer 2004

Question Six

How did the Super Bowl incident change your opinion about Justin Timberlake? Of the respondents surveyed more men (70.2%) had no opinion change than women (41.9%).

However, 23.3% of women versus 7.0% of men said that it really lowered their opinion of him (See table 51).

Table 51. Question Six Crosstab Results

How did the Super Bowl incident change your opinion about Justin Timberlake?	Women	Men
I don't know what happened	9.3%	0%
No opinion change	41.9%	70.2%
I liked him even more after	7.0%	7.0%
It lowered my opinion some	14.0%	12.3%
It really lowered my opinion	23.3%	7.0%
I really dislike him now	4.7%	3.5%

Source: Celebrity Behavior Survey Summer 2004

Question Sixteen

If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her? There was a noticeable difference between men and women. The majority of men (49.1%) said that yes, they would form a negative opinion of the actor/actress if they were arrested for drug use. The majority of women (65.1%) said no, they would not form a negative opinion of the actor/actress if arrested for drug use (See table 52).

Table 52. Question Sixteen Crosstab Results

If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?	Women	Men
Yes	34.9%	49.1%
No	65.1%	50.9%

Source: Celebrity Behavior Survey Summer 2004

Question Seventeen

If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her? There was a noticeable difference between men and women. The majority of men (78.9%) said that yes, they would form a negative opinion of the actor/actress if they were arrested for assault. The majority of women (41.9%) said no, they would not form a negative opinion of the actor/actress if arrested for assault (See table 53).

Table 53. Question Seventeen Crosstab Results

If your favorite actor/actress was arrested <u>for assault</u> would you form a negative opinion of him/her?	Women	Men
Yes	58.1%	78.9%
No	41.9%	21.1%

Source: Celebrity Behavior Survey Summer 2004

Question Eighteen

If your favorite athlete was arrested for drug use would you form a negative opinion of him/her? There was a noticeable difference between men and women. The majority of men (56.1%) said yes, they would form a negative opinion of their favorite athlete if arrested for drug use. The majority of women (60.5%) said no, they would not form a negative opinion of their favorite athlete if arrested for drug use (See table 54).

Table 54. Question Eighteen Crosstab Results

If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?	Women	Men
Yes	39.5%	56.1%
No	60.5%	43.9%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty

If you think a celebrity's behavior is offensive do you form a negative opinion about him/her? There was a noticeable difference between men and women. The majority of men (82.5%) said that yes, they would form a negative opinion of a celebrity with offensive behavior. The

majority of women (37.2%) said they would not form a negative opinion of a celebrity with offensive behavior (See table 55).

Table 55. Question Twenty Crosstab Results

If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?	Women	Men
Yes	62.8%	82.5%
No	37.2%	17.5%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Five

Does your opinion about a celebrity's behavior affect how much you like or dislike them?

There was a noticeable difference between men and women.

The majority of men (73.7%) said their opinion of a celebrity's behavior does affect how much they like or dislike them. The majority of women (44.2%) said no, that their opinion of a celebrity's behavior does not affect how much they like or dislike them (See table 56).

Table 56. Question Twenty-Five Crosstab Results

Does your opinion about a celebrity's behavior affect how much you like or dislike them?	Women	Men
Yes	55.8%	73.7%
No	44.2%	26.3%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Six

Does a lawsuit settled out of court by paying the accuser money imply guilt? There was a big, noticeable difference between men and women. The majority of men (63.2%) said that yes, a lawsuit settled out of court by paying the accuser money did imply guilt. The majority of women (62.8%) said no, a lawsuit settled out of court by paying the accuser money does not imply guilt (See table 57).

Table 57. Question Twenty-Six Crosstab Results

Does a lawsuit settled out of court by paying the accuser money imply guilt?	Women	Men
Yes	37.2%	63.2%
No	62.8%	36.8%

Source: Celebrity Behavior Survey Summer 2004

Question Twenty-Eight

If an endorser for a soda product gets arrested for drugs, should they loose their endorsement deal? There was a noticeable difference between men and women. The majority of men (70.2%) said that yes, if an endorser for a soda product gets arrested for drugs should they should loose their endorsement deal. The majority of women (39.5%) said no; if an endorser for a soda product gets arrested for drugs should they loose their endorsement deal (See table 58).

Table 58. Question Twenty-Eight Crosstab Results

If an endorser for a soda product gets arrested for drugs should they loose their endorsement deal?	Women	Men
Yes	58.1%	70.2%
No	39.5%	29.8%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty

If an endorser for an alcohol product gets arrested for drugs should they loose their endorsement deal? There was a great noticeable difference between men and women. The majority of men (68.4%) said yes, that if an endorser for

an alcohol product gets arrested for drugs they should lose their endorsement deal. The majority of women (53.5%) said no, if an endorser for an alcohol product gets arrested for drugs should not they lose their endorsement deal (See table 59).

Table 59. Question Thirty Crosstab Results

If an endorser for an alcohol product gets arrested for drugs should they lose their endorsement deal?	Women	Men
Yes	44.2%	68.4%
No	53.5%	31.6%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Two

If an endorser is known for bad behavior gets arrested for behavior that is expected from their reputation should they lose their endorsement deal? There was a great noticeable difference between men and women. The majority of men (50.9%) said that yes, if an endorser is known for bad behavior gets arrested for behavior that is expected from their reputation, they should lose their endorsement deal. The majority of women (81.4%) said no, if an endorser is known for bad behavior gets arrested

for behavior that is expected from their reputation, they should not lose their endorsement deal (See table 60).

Table 60. Question Thirty-Two Crosstab Results

If an endorser is known for bad behavior gets arrested for behavior that is expected from their reputation they should lose their endorsement deal?	Women	Men
Yes	16.3%	50.9%
No	81.4%	49.1%

Source: Celebrity Behavior Survey Summer 2004

Question Thirty-Eight

If a celebrity gets married and divorces frequently or is frequently involved romantically with others, does that affect how much you like them? There was a great noticeable difference between men and women. The majority of men (39.3%) said yes, that if a celebrity is frequently involved romantically with others, it affects how much they like them. The majority of women (83.7%) said no, that a celebrity who is frequently involved romantically with others does not affect how much they like them (See table 61).

Table 61. Question Thirty-Eight Crosstab Results

If a celebrity gets married and divorced frequently or is frequently involved romantically with others, does that affect how much you like them?	Women	Men
Yes	14.0%	39.3%
No	83.7%	60.7%

Source: Celebrity Behavior Survey Summer 2004

Discussion of the Findings

Survey Results

The results indicate that most consumers think that a celebrity's behavior should affect their career. Those celebrities that are known for strange behaviors have no effect on the consumer's perception of them. However, those that are involved in more outrageous behavior such as drug use or violent behavior will suffer consumer scrutiny on their image. Though, if a consumer has a negative image about a celebrity's behavior they will still continue to partake in entertainment of that celebrity.

A consumer's negative opinion is formed if they find the celebrity's behavior offensive. Seventy-two percent of respondents said that being mean to others and hard to

work with changes their opinion more than public fighting and rehab stays. A celebrity who gets arrested for assault is deemed more offensive than one who is arrested for drunk driving or drug possession. However, just because consumers have a negative opinion of a celebrity does not mean they close themselves off to them. Sixty-five percent of respondents said that they don't abstain from watching movies/TV shows with celebrities who they disagree with their behavior because they don't believe that watching is condoning the actor's offensive behavior.

Violent behavior will affect a consumer's opinion more than drug use. The majority of respondents felt that celebrities who get arrested should loose their endorsement deal(s). However, if the celebrity's image is a negative image and they get arrested due to an event that is consistent with their behavior they should not loose their endorsement deal. This was demonstrated in the case study on rapper Snoop Dogg, whose negative image has landed him numerous endorsement deals despite his continual run-ins with the authorities for various behaviors that include drugs, and violence. However, if a

celebrity was known for violence or drugs the consumer would still go see a movie if they were in it. Conversely, violent behavior to their partner or children is unacceptable. Therefore, celebrities who are accused of spousal abuse may severely damage their image and consequently, their career.

Men and women think differently when it comes to their opinions of celebrities who get arrested. Surprisingly overall women seem to be more understanding than men when it comes to an actor getting in trouble. A majority of women would not form a negative opinion if their favorite actor were arrested for drug use or assault. When it came to endorsement deals, a majority of women respondents said that if an endorser for a soda or alcohol product got arrested for drugs they should keep their endorsement deal. In addition, if a woman found a celebrity's behavior to be offensive, they would not form a negative opinion of them.

If a celebrity's target market consists mostly of women and that celebrity becomes involved in a negative event they will fare better than athletes whose target market consists mostly of men. Because athletes usually

appeal to men, they are held to a higher standard due to the fact that men are less forgiving and understanding than women. Overall, celebrities who seek to obtain and maintain a positive image should stay clear of negative events that yield negative publicity. However, if it does occur, the severity of the event will have an effect on their image and ultimately, their career.

Case Studies Results

The case studies evaluated the effects of bad behavior on two types of celebrities, those with a positive image, and those with a negative image. The case studies evaluated the celebrity image before the event, the event, the outcome of the event, the amount of media attention, an analysis of the overall event, as well as its effects on the celebrity image.

The impact bad behavior has on a celebrity's image depends on three factors. The first factor is the severity of the event. How far is this action from their current image? The more severe the event the more likely the celebrity's image will not recover soon. In the case of Madonna's "Like a Prayer" video, it was close to her shocking and outrageous image, therefore, it had a

negative affect on her image, but she soon recovered. The second is the amount of publicity, who knows about it, and is the media making an ordeal about it or simply mentioning it not to be left out of the coverage? In the case of Janet Jackson the event became a national ordeal that engaged the Federal Communications Council (FCC) to define and enforce its indecency standards, which have affected broadcasters nation wide and caused much debate. The third factor deals with how established the celebrity's image is prior to the event. If a celebrity has a strong, established, and untarnished image then the event will not impact their image as much as it would that of a celebrity whose image is only moderately established. For example, after Michael Jackson's first child molestation trial his image was still somewhat intact. However, after his recent arrest for child molestation, combined with his unnatural appearance and strange behavior, the man who was once the world's biggest celebrity is now a joke to much of society. However, with Kobe Bryant's sexual assault charges, if the NBA player is acquitted his untarnished image will

return. Yet, if he is accused of a similar crime in the future the public will not be so forgiving.

The second case study dealt with celebrities who are known as the bad boy/girl and have a negative image. When a celebrity with this image demonstrates negative behavior the repercussions are minimal and can serve to even strengthen their current image. In the case of Paris Hilton, the sex tape gave her the notoriety that she needed to promote her show and move her career in the spotlight to another level. Though she was upset about the release of the tape, the public's reaction was minimal due to her previous behavior. Some celebrities seem like their image is untouchable. For example, in the midst of charges of giving illegal drugs and asking for sex acts from under age girls, Snoop Dogg signed a contract with Nokia, a major cellular phone company, to appear in an advertising campaign later in 2004.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

A celebrity's worth depends on their image. When hired as an endorser the company is seeking to associate themselves with that celebrity's image. That is why it is important to understand how events and a celebrity's behavior can affect their image. In addition, practitioners must understand how consumers will react to the celebrity after the event. The purpose of this study was to develop a better understanding of how negative behavior affects a celebrity's public image.

The hypothesis, a celebrity with a negative image will be affected less from negative publicity than a celebrity with a positive image, is supported. It was demonstrated in the case studies and confirmed in the research study. In the case studies those celebrities who began with a negative image were affected less by negative publicity than those who began with a positive image. In addition, the survey results concluded that the majority of participants felt that if a celebrity endorser who is known for bad behavior gets arrested for

behavior that is expected from their reputation they shouldn't lose their endorsement deal (See table 32). However, the majority of participants felt that if an endorser for a soda/alcohol product gets arrested for assault that they should lose their endorsement deal (See tables 27-30).

The research conducted demonstrated how consumers will react to various celebrity behaviors that yield negative publicity. Overall, a consumer will continue to partake in the entertainment of a celebrity that he/she finds offensive. The research made the distinction between violent and non-violent behaviors and found that although consumers find a violent behavior offensive they will still go see a movie or watch a TV show regardless of their opinion of the celebrity. Yet, if a celebrity is known to abuse their partner or a child, a majority of consumers will not go to see the celebrity in a movie. However, when it comes to endorsers and athletes, consumers feel that those who get arrested should lose their endorsement deal. It makes no difference if the celebrity endorses a soda product, which appeals to the youth or an alcohol product, which appeals to consumers

in there twenties. If an endorser is on trial for sexual assault, much like Kobe Bryant currently is, they should not loose their endorsement deal(s). However, if found guilty a majority of the respondents surveyed felt they should loose their endorsement deal(s).

The literature review evaluated various celebrity endorsement models. The meaning transfer model uses a three-stage process of meaning transfer to explain the celebrity endorsement process. The product match-up hypothesis states that messages conveyed by the celebrity image and the product should be congruent for effective advertising (Erdogan, Baker, and Tagg, 2001). The Source Credibility Model asserts that the effectiveness of a message depends on perceived level of expertise and trustworthiness of an endorser (Erdogan, Baker, and Tagg, 2001). The Source Attractiveness Model believes that the effectiveness of a message depends on the similarity, familiarity, and likeability of the endorser (Erdogan, Baker and Tagg, 2001).

The case studies allowed for the evaluation of past and current celebrity behaviors to evaluate the factors involved in the impact of various behaviors. One major

factor that was considered was the celebrity's current image. These case analyses found that the impact depends on three factors. The first factor is the severity of the event, the second is the amount of publicity, and the third factor is the establishment of the celebrity's image. These three factors determine the impact a negative event will have on a celebrity's image.

The administrator recommends that the product match-up hypothesis be followed in order to choose the right celebrity endorser. In addition, the practitioner should fully evaluate the celebrity's image, look at past behavior and how established their current image is. This investigation may minimize the likelihood that the celebrity will engage in a negative behavior that can affect their image and the product and company they are endorsing.

APPENDIX A
SAN BERNARDINO DEMOGRAPHICS

SAN BERNARDINO COUNTY, CALIFORNIA

	San Bernardino County	California
People Quick Facts		
Population, 2003 estimate	1,859,678	35,484,453
Population, percent change, April 1, 2000 to July 1, 2003	8.8%	4.8%
Population, 2000	1,709,434	33,871,648
Population, percent change, 1990 to 2000	20.5%	13.6%
Persons under 5 years old, percent, 2000	8.4%	7.3%
Persons under 18 years old, percent, 2000	32.3%	27.3%
Persons 65 years old and over, percent, 2000	8.6%	10.6%
Female persons, percent, 2000	50.1%	50.2%
White persons, percent, 2000 (a)	58.9%	59.5%
Black or African American persons, percent, 2000 (a)	9.1%	6.7%
American Indian and Alaska Native persons, percent, 2000 (a)	1.2%	1.0%
Asian persons, percent, 2000 (a)	4.7%	10.9%
Native Hawaiian and Other Pacific Islander, percent, 2000 (a)	0.3%	0.3%
Persons reporting some other race, percent, 2000 (a)	20.8%	16.8%
Persons reporting two or more races, percent, 2000	5.0%	4.7%
Persons of Hispanic or Latino origin, percent, 2000 (b)	39.2%	32.4%
White persons, not of Hispanic/Latino origin, percent, 2000	44.0%	46.7%
Living in same house in 1995 and 2000 ¹ , pct age 5+, 2000	48.2%	50.2%
Foreign born persons, percent, 2000	18.6%	26.2%
Language other than English spoken at home, pct age 5+, 2000	34.0%	39.5%
High school graduates, percent of persons age 25+, 2000	74.2%	76.8%
Bachelor's degree or higher, pct of persons age 25+, 2000	15.9%	26.6%
Persons with a disability, age 5+, 2000	302,693	5,923,361
Mean travel time to work (minutes), workers age 16+, 2000	31.0	27.7
Housing units, 2002	616,493	12,507,767

Homeownership rate, 2000	64.5%	56.9%
Housing units in multi-unit structures, percent, 2000	19.4%	31.4%
Median value of owner-occupied housing units, 2000	\$131,500	\$211,500

Households, 2000	528,594	11,502,870
Persons per household, 2000	3.15	2.87
Median household income, 1999	\$42,066	\$47,493
Per capita money income, 1999	\$16,856	\$22,711
Persons below poverty, percent, 1999	15.8%	14.2%

**San
Bernardino
County California**

Business Quick Facts

Private nonfarm establishments with paid employees, 2001	27,352	806,733
Private nonfarm employment, 2001	467,422	13,239,616
Private nonfarm employment, percent change 2000-2001	0.4%	2.8%
Nonemployer establishments, 2000	80,849	2,103,178
Manufacturers shipments, 1997 (\$1000)	11,618,672	379,612,443
Retail sales, 1997 (\$1000)	11,342,798	263,118,346
Retail sales per capita, 1997	\$7,049	\$8,167
Minority-owned firms, percent of total, 1997	35.2%	28.8%
Women-owned firms, percent of total, 1997	25.7%	27.3%
Housing units authorized by building permits, 2002	10,219	159,573
Federal funds and grants, 2002 (\$1000)	7,155,673	206,401,495

**San
Bernardino
County California**

Geography Quick Facts

Land area, 2000 (square miles)	20,052	155,959
Persons per square mile, 2000	85.2	217.2

**Riverside-San
Bernardino,
CA PMSA**

Metropolitan Area		
FIPS Code	071	06

Source: <http://quickfacts.census.gov/qfd/states/06/06071.html>

Race by City
Census 2000 Data
Provided by SCAG

COUNTY	CITY	Total Population	White	African American	Native American	Asian	Native Hawaiian	Some Other Race	Two Or More	sq miles
Total Cities		1,110,368	715,528	79,382	11,833	47,793	3,061	207,523	51,138	
Riverside	Unincorporated	429,029	287,650	17,039	6,535	9,161	841	81,345	16,458	

County Total		1,708,434	1,006,960	155,348	19,915	80,217	5,110	355,843	86,041	
San Bernardino	Adeanto	18,130	8,147	2,377	262	290	32	4,519	1,173	53.5
San Bernardino	Apple Valley town	54,239	41,449	4,277	530	1,188	123	4,286	2,366	73.3
San Bernardino	Barstow	21,119	12,059	2,450	510	663	203	3,666	1,354	33.8
San Bernardino	Big Bear Lake	5,438	4,958	37	53	41	2	194	153	6.3
San Bernardino	Chino	67,169	37,412	5,250	829	3,308	139	17,169	3,262	21.1
San Bernardino	Chino Hills	66,787	37,656	3,697	375	14,744	85	7,062	3,168	44.8
San Bernardino	Colton	47,862	20,343	5,246	800	2,521	108	16,425	2,419	15.1
San Bernardino	Fontana	128,929	58,006	15,255	1,450	5,618	427	41,185	6,888	36.1
San Bernardino	Grand Terrace	11,826	8,575	637	84	563	35	1,133	638	3.5
San Bernardino	Hesperia	62,582	46,485	2,522	798	670	122	9,051	2,936	67.3
San Bernardino	Highland	44,805	25,089	5,403	581	2,740	162	8,307	2,332	13.6
San Bernardino	Loma Linda	18,681	10,121	1,347	92	4,555	33	1,403	1,130	7.3
San Bernardino	Monsclair	33,049	15,788	2,112	319	2,688	101	11,442	1,591	5.1
San Bernardino	Needles	4,830	3,761	78	338	69	8	308	270	29.8
San Bernardino	Ontario	158,007	75,575	11,864	1,882	6,125	587	53,807	9,367	49.8
San Bernardino	Rancho Cucamonga	127,743	84,987	10,059	855	7,555	341	16,931	6,914	37.4
San Bernardino	Redlands	63,561	48,856	2,738	597	3,257	145	7,204	2,790	35.5
San Bernardino	Rialto	91,873	36,168	20,484	965	2,271	392	26,624	4,789	21.9
San Bernardino	San Bernardino	186,401	89,849	30,425	2,591	7,772	620	50,288	9,798	56.8
San Bernardino	Twentynine Palms	14,764	10,485	1,391	215	563	260	921	939	54.8
San Bernardino	Upland	88,363	45,966	5,184	518	4,969	101	8,427	3,232	15.1
San Bernardino	Victorville	64,029	39,091	7,630	713	2,226	129	10,408	3,832	72.8
San Bernardino	Yucaipa	41,207	25,113	369	445	485	55	3,314	1,425	27.5
San Bernardino	Yucca Valley	16,865	14,716	379	227	218	51	772	502	40
San Bernardino Total Cities		1,416,718	802,665	141,062	15,458	75,288	4,308	305,594	72,355	
San Bernardino Unincorporated		292,716	204,295	14,286	4,459	4,929	802	50,250	13,686	

County Total		753,167	526,721	14,864	7,106	40,284	1,571	133,178	29,573	
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APPENDIX B
SAN BERNARDINO CITIES

- | | |
|----------------------|----------------------|
| 1) Adelanto | 23) Running Springs |
| 2) Apple Valley | 24) San Bernardino |
| 3) Barstow | 25) Twentynine Palms |
| 4) Big Bear Lake | 26) Upland |
| 5) Chino | 27) Victorville |
| 6) Chino Hills | 28) Wrightwood |
| 7) Colton | 29) Yermo |
| 8) Crestline | 30) Yucaipa |
| 9) Fontana | |
| 10) Grand Terrace | |
| 11) Hesperia | |
| 12) Highland | |
| 13) Joshua Tree | |
| 14) Lake Arrowhead | |
| 15) Loma Linda | |
| 16) Lucerne Valley | |
| 17) Montclair | |
| 18) Needles | |
| 19) Ontario | |
| 20) Rancho Cucamonga | |
| 21) Redlands | |
| 22) Rialto | |

APPENDIX C
FREQUENCIES

Frequencies

		What do you think about a celebrity who cheats on his/her partner?	Do you enjoy seeing celebrities in movies who usually have:	Which behavior do you find the most offensive for a celebrity?	Which do you find the most offensive for a celebrity?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		How did the Super Bowl incident change your opinion about Janet Jackson?	How did the Super Bowl incident change your opinion about Justin Timberlake?	Do you think an actor's behavior should affect his/her career?
N	Valid	100	100	100
	Missing	0	0	0

		Do you think an athlete's behavior should affect him/her as an endorser?	If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her?	If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her?	Would you go to see a movie if the star is known for bad non-violent behavior?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		Would you go to see a movie if the star is known for bad violent behavior?	Would you go to see a movie if the star is known to use drugs?	Would you go to see a movie if the star is known to abuse their partner or children?	Would you go to see a movie if the star is a known atheist?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?	If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?	If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?	If your favorite athlete was arrested for assault would you form a negative opinion of him/her?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?	If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..?	Do you feel like a celebrity's personal life is ONLY their business?	Do you feel watching an actor's movie/TV show is supporting/con doning his/her bad behavior?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior?	Does your opinion about a celebrity's behavior affect how much you like or dislike them?	Does a lawsuit settled out of court by paying the accuser money imply guilt?	If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		If an endorser for a soda product gets arrested drugs should they loose their endorsement deal?	If an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal?	If an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?	If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they loose their endorsement deal?	Would you boycott a product you already used it you disagreed with the celebrity endorsers behavior?	Would you consider trying a new soft drink if a celebrity you liked was the endorser?	Would you consider trying a new soft drink if a celebrity you did not liked was the endorser?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		If a celebrity is on trial for sexual assault should they loose their endorsement deals?	If a celebrity is convicted for sexual assault should they loose their endorsement deals?	If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them?	If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?
N	Valid	100	100	99	100
	Missing	0	0	1	0

		Age	Gender	Ethnicity	How many hours of TV do you watch per day?
N	Valid	100	100	100	100
	Missing	0	0	0	0

		What is your average yearly income? (In thousands)	Highest educational level:	What kind of TV do you most watch? (Please choose only 1)	What type of magazines do you read? (Please choose only 1)
N	Valid	100	100	100	99
	Missing	0	0	0	1

Frequency Table

What do you think about a celebrity who cheats on his/her partner?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.0	1.0	1.0
	No Opinion. It has no effect on whether I like or dislike th	19	19.0	19.0	20.0
	I don't think it is OK, but I still like them	20	20.0	20.0	40.0
	It lowers my opinion of them, but will still support thei	52	52.0	52.0	92.0
	I dislike them and try not to support their careers	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Do you enjoy seeing celebrities in movies who usually have:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No controversy in their personal life	21	21.0	21.0	21.0
	Some controversy in their personal life	6	6.0	6.0	27.0
	Are controversial and are frequently are in the tabloids	5	5.0	5.0	32.0
	It does not matter	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

Which behavior do you find the most offensive for a celebrity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Getting drunk and fighting in public	21	21.0	21.0	21.0
	Being mean to others and hard to work with	72	72.0	72.0	93.0
	Having to go into rehab for alcohol abuse	2	2.0	2.0	95.0
	Having to go into rehab for prescription drug use	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Which do you find the most offensive for a celebrity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Getting arrested for drunk driving	29	29.0	29.0	29.0
	Getting arrested for drug possession	14	14.0	14.0	43.0
	Getting arrested for assault	42	42.0	42.0	85.0
	Getting arrested for tax evasion or a white collar crime	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

How did the Super Bowl incident change your opinion about Justin Timberlake?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't know what happened	4	4.0	4.0	4.0
	No opinion change	58	58.0	58.0	62.0
	I liked him even more after	7	7.0	7.0	69.0
	It lowered my opinion some	13	13.0	13.0	82.0
	It really lowered my opinion	14	14.0	14.0	96.0
	I really dislike him now	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Do you think an actor's behavior should affect his/her career?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	83.0	83.0	83.0
	No	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Do you think an athlete's behavior should affect him/her as an endorser?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	90.0	90.0	90.0
	No	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	39	39.0	39.0	39.0
No	61	61.0	61.0	100.0
Total	100	100.0	100.0	

If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	87	87.0	87.0	87.0
No	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Would you go to see a movie if the star is known for bad non-violent behavior?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	95	95.0	95.0	95.0
No	5	5.0	5.0	100.0
Total	100	100.0	100.0	

How did the Super Bowl I incident change your opinion about Janet Jackson?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I don't know what happened	4	4.0	4.0	4.0
No opinion change	61	61.0	61.0	65.0
I liked her even more after	7	7.0	7.0	72.0
It lowered my opinion some	9	9.0	9.0	81.0
It really lowered my opinion	13	13.0	13.0	94.0
I really dislike her now	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Would you go to see a movie if the star is known for bad violent behavior?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	70	70.0	70.0	70.0
No	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Would you go to see a movie if the star is known to use drugs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	87	87.0	87.0	87.0
No	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Would you go to see a movie if the star is known to abuse their partner or children?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	37	37.0	37.0	37.0
No	63	63.0	63.0	100.0
Total	100	100.0	100.0	

Would you go to see a movie if the star is a known atheist?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	90	90.0	90.0	90.0
No	10	10.0	10.0	100.0
Total	100	100.0	100.0	

If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	43	43.0	43.0	43.0
No	57	57.0	57.0	100.0
Total	100	100.0	100.0	

If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	70.0	70.0	70.0
	No	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	49.0	49.0	49.0
	No	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

If your favorite athlete was arrested for assault would you form a negative opinion of him/her?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	69.0	69.0	69.0
	No	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	74.0	74.0	74.0
	No	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	46.0	46.0	46.0
	No	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Do you feel like a celebrity's personal life is ONLY their business?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	69	69.0	69.0	69.0
No	31	31.0	31.0	100.0
Total	100	100.0	100.0	

o you feel watching an actor's movie/TV show is supporting/condonin his/her bad behavior?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	35	35.0	35.0	35.0
No	65	65.0	65.0	100.0
Total	100	100.0	100.0	

Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	35	35.0	35.0	35.0
No	65	65.0	65.0	100.0
Total	100	100.0	100.0	

oes your opinion about a celebrity's behavior affect how much you lik or dislike them?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	66	66.0	66.0	66.0
No	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Does a lawsuit settled out of court by paying the accuser money imply guilt?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	52	52.0	52.0	52.0
No	48	48.0	48.0	100.0
Total	100	100.0	100.0	

If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	61	61.0	61.0	62.0
	No	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

If an endorser for a soda product gets arrested drugs should they loose their endorsement deal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	65	65.0	65.0	66.0
	No	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

If an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	61	61.0	61.0	62.0
	No	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

If an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	58	58.0	58.0	59.0
	No	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

a celebrity endorser is known for bad behavior gets in trouble, but not arrested for behavior that is expected from their reputation should they lose their endorsement deal?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No opinion,did not answer	1	1.0	1.0	1.0
Yes	21	21.0	21.0	22.0
No	78	78.0	78.0	100.0
Total	100	100.0	100.0	

if a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they lose their endorsement deal?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No opinion,did not answer	1	1.0	1.0	1.0
Yes	36	36.0	36.0	37.0
No	63	63.0	63.0	100.0
Total	100	100.0	100.0	

could you boycott a product you already used if you disagreed with the celebrity endorsers behavior?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	27.0	27.0	27.0
No	73	73.0	73.0	100.0
Total	100	100.0	100.0	

Would you consider trying a new soft drink if a celebrity you liked was the endorser?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	38	38.0	38.0	38.0
No	62	62.0	62.0	100.0
Total	100	100.0	100.0	

**ould you consider trying a new soft drink if a celebrity you did not liked w as th
endorser?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	30	30.0	30.0	31.0
	No	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

**If a celebrity is on trial for sexual assault should they loose their endorsement
deals?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	46	46.0	46.0	47.0
	No	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

**f a celebrity is convicted for sexual assault should they loose their endorsement
deals?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	86	86.0	86.0	87.0
	No	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

**If a celebrity gets married and divorced frequently or is frequently involved
romantically with others. Does that affect how much you like them?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	28	28.0	28.3	29.3
	No	70	70.0	70.7	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No opinion,did not answer	1	1.0	1.0	1.0
	Yes	29	29.0	29.0	30.0
	No	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 20	5	5.0	5.0	5.0
	21 - 26	41	41.0	41.0	46.0
	27 - 35	26	26.0	26.0	72.0
	36 - 50	21	21.0	21.0	93.0
	51 - 60	6	6.0	6.0	99.0
	60+	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	43	43.0	43.0	43.0
	Male	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	62	62.0	62.0	62.0
	Hispanic	25	25.0	25.0	87.0
	Asian	4	4.0	4.0	91.0
	African American	4	4.0	4.0	95.0
	Indian	1	1.0	1.0	96.0
	Other	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

How many hours of TV do you watch per day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 1	28	28.0	28.0	28.0
	2	27	27.0	27.0	55.0
	3	29	29.0	29.0	84.0
	4	7	7.0	7.0	91.0
	5	3	3.0	3.0	94.0
	6+	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

What is your average yearly income? (in thousands)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$15	11	11.0	11.0	11.0
	\$15 - \$25	27	27.0	27.0	38.0
	\$25 - \$40	16	16.0	16.0	54.0
	\$40 - \$55	14	14.0	14.0	68.0
	\$55 - \$75	22	22.0	22.0	90.0
	\$75 - \$100	8	8.0	8.0	98.0
	\$100+	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Highest educational level:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	4	4.0	4.0	4.0
	Some college	30	30.0	30.0	34.0
	Associates	10	10.0	10.0	44.0
	Bachelor	45	45.0	45.0	89.0
	Masters	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

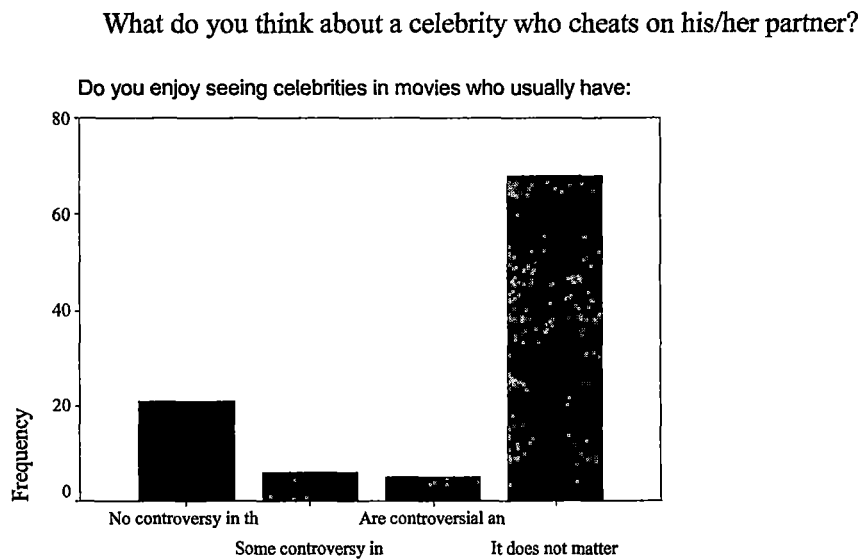
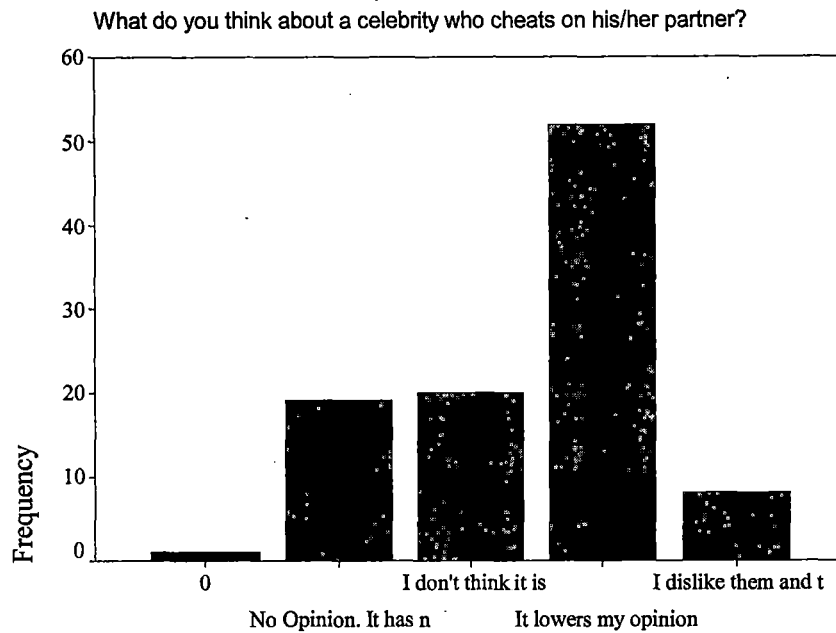
What kind of TV do you most watch? (Please choose only 1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Comedy	29	29.0	29.0	29.0
	Drama	10	10.0	10.0	39.0
	Reality	11	11.0	11.0	50.0
	News	17	17.0	17.0	67.0
	Entertainment news	9	9.0	9.0	76.0
	Movies	13	13.0	13.0	89.0
	Cartoons	2	2.0	2.0	91.0
	I don't watch TV	3	3.0	3.0	94.0
	Other	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

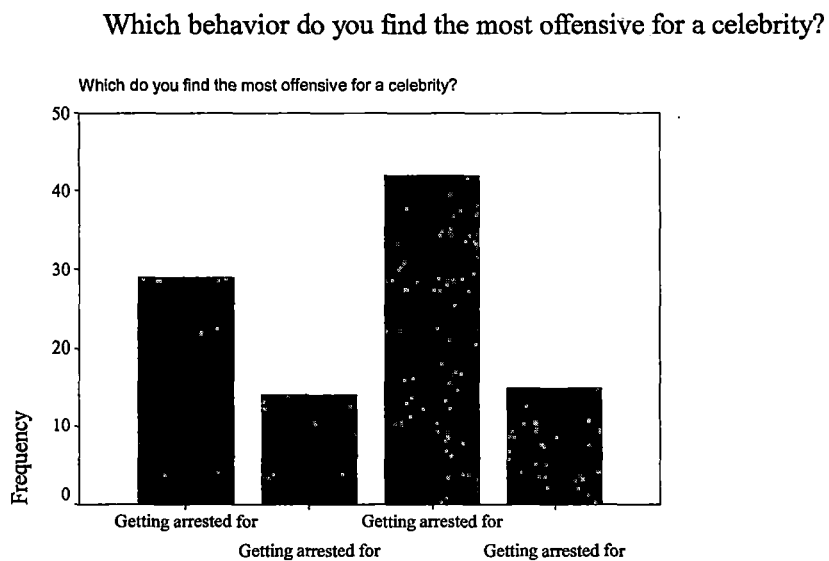
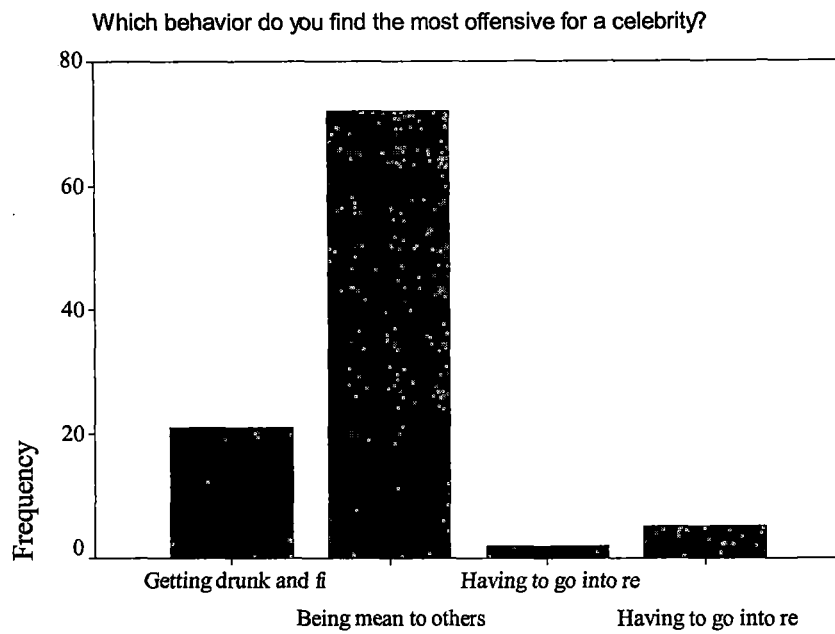
What type of magazines do you read? (Please choose only 1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fashion	14	14.0	14.1	14.1
	Business	12	12.0	12.1	26.3
	News	15	15.0	15.2	41.4
	Entertainment/gossip	27	27.0	27.3	68.7
	Travel & Leisure	4	4.0	4.0	72.7
	Trade	3	3.0	3.0	75.8
	Special interests	13	13.0	13.1	88.9
	I don't read magazines	6	6.0	6.1	94.9
	Other	5	5.0	5.1	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

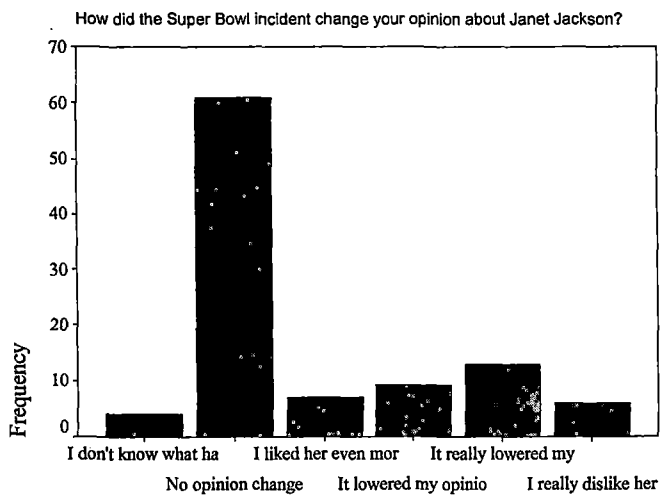
Bar Chart



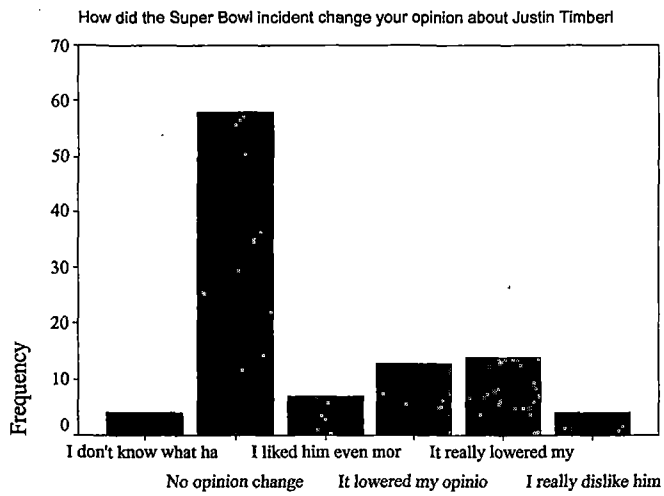
Do you enjoy seeing celebrities in movies who usually have:



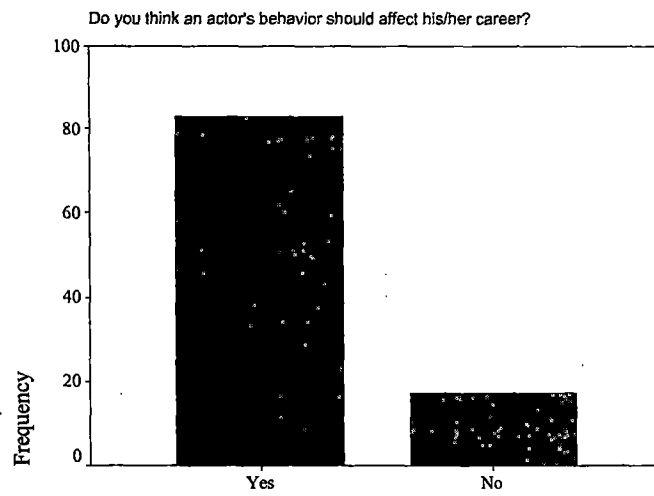
Which do you find the most offensive for a celebrity?



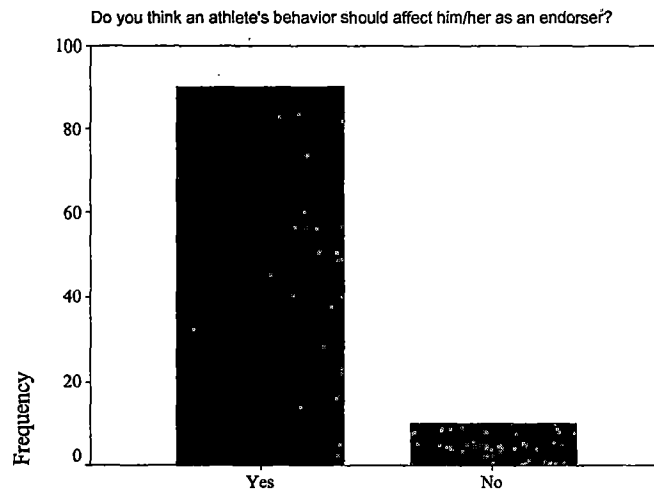
How did the Super Bowl incident change your opinion about Janet J



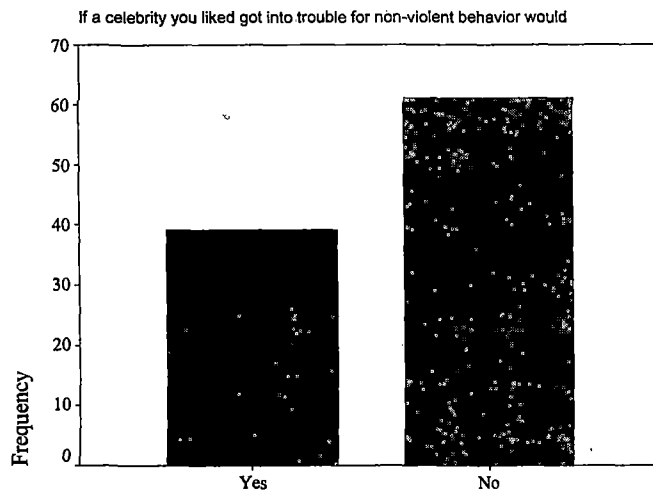
How did the Super Bowl incident change your opinion about Justin



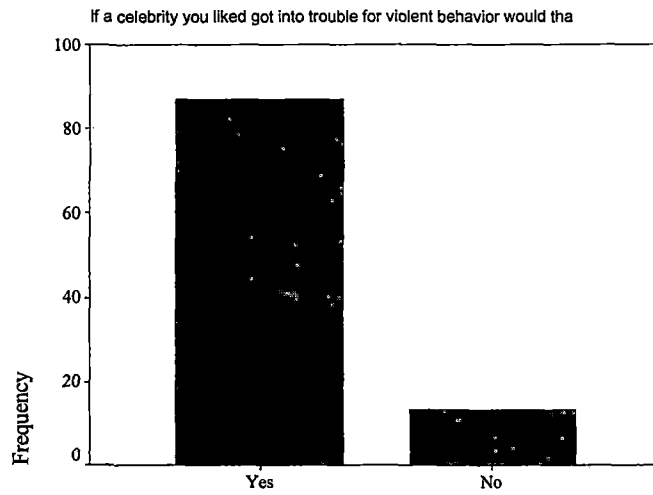
Do you think an actor's behavior should affect his/her career?



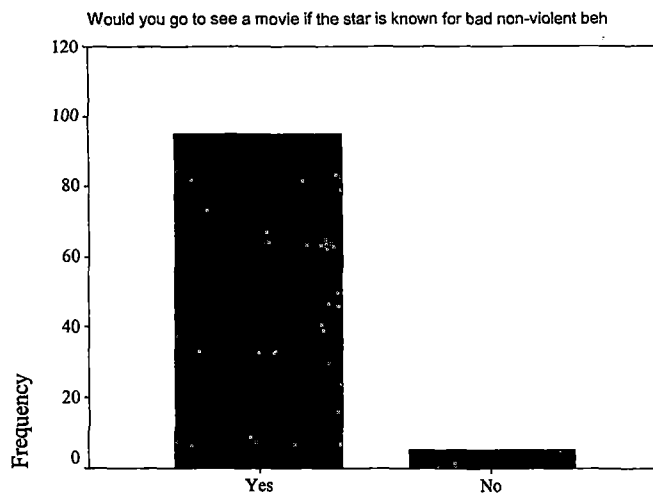
Do you think an athlete's behavior should affect him/her as an endo



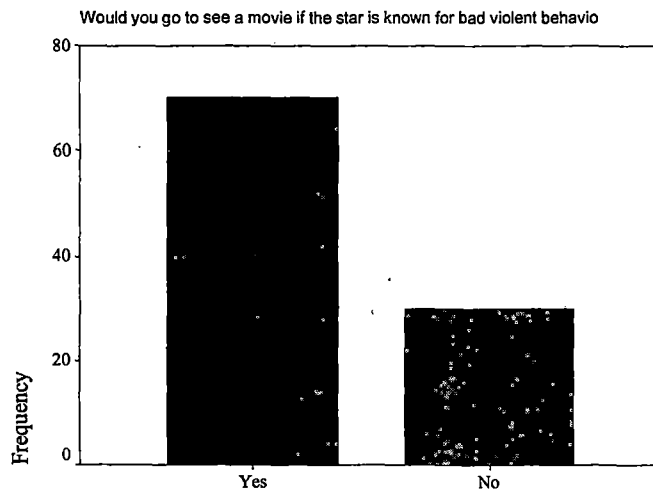
If a celebrity you liked got into trouble for non-violent behavior wou



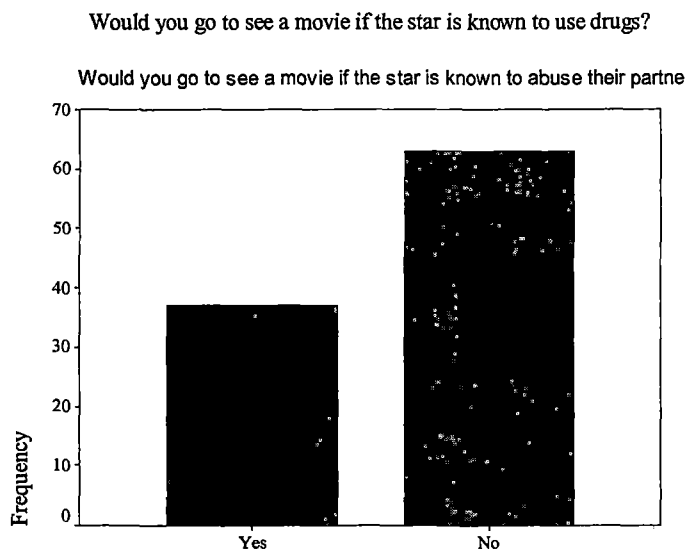
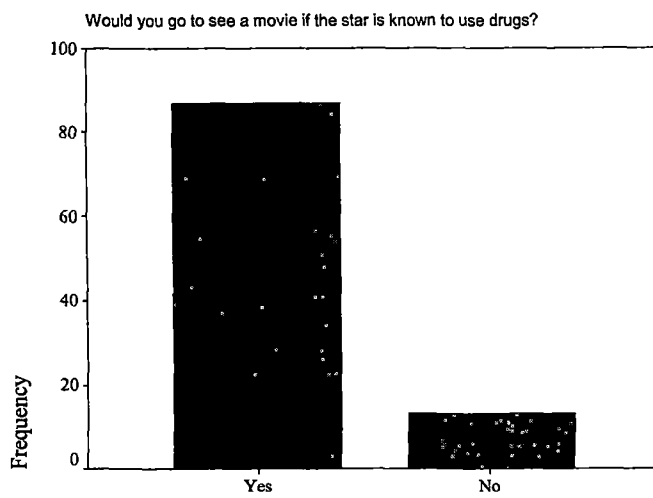
If a celebrity you liked got into trouble for violent behavior would t



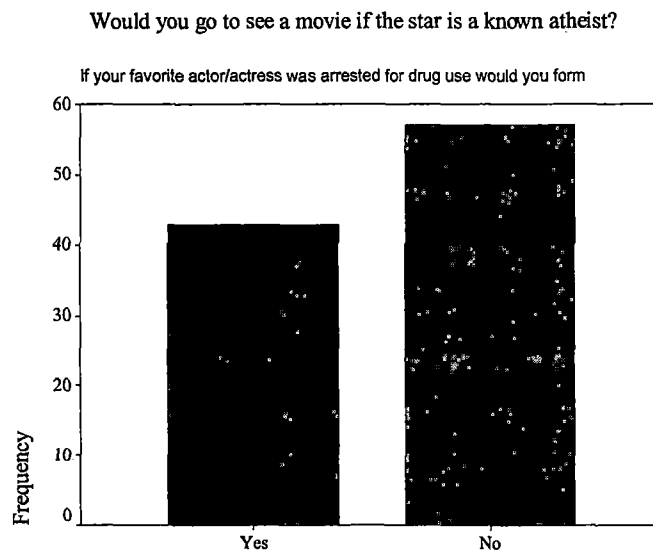
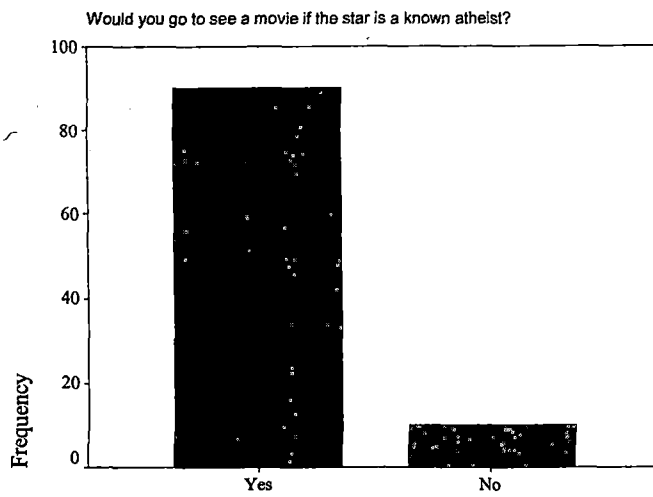
Would you go to see a movie if the star is known for bad non-viole



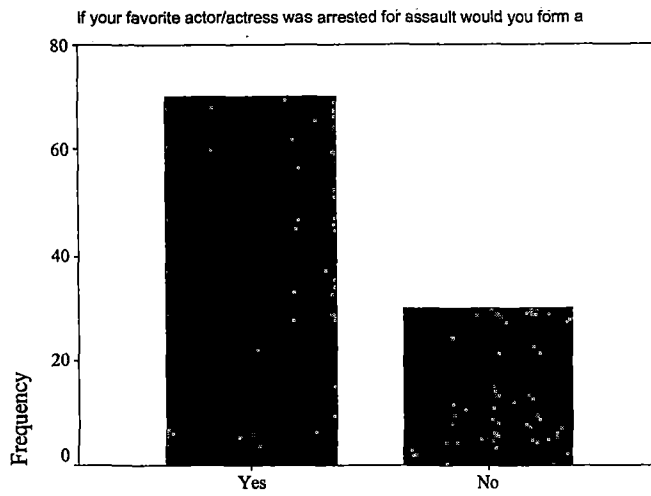
Would you go to see a movie if the star is known for bad violent be



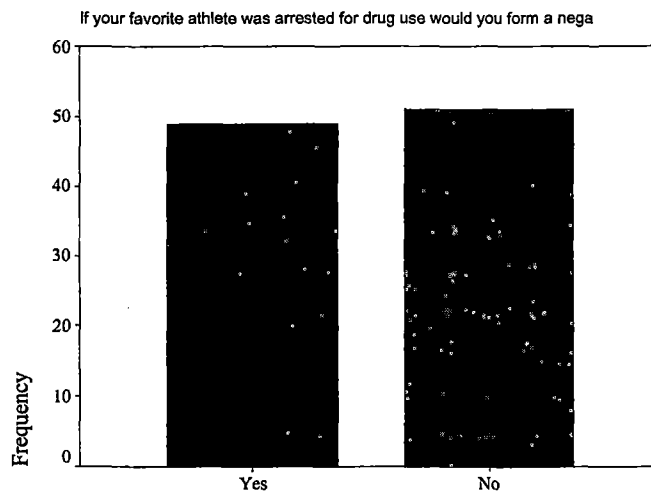
Would you go to see a movie if the star is known to abuse their part



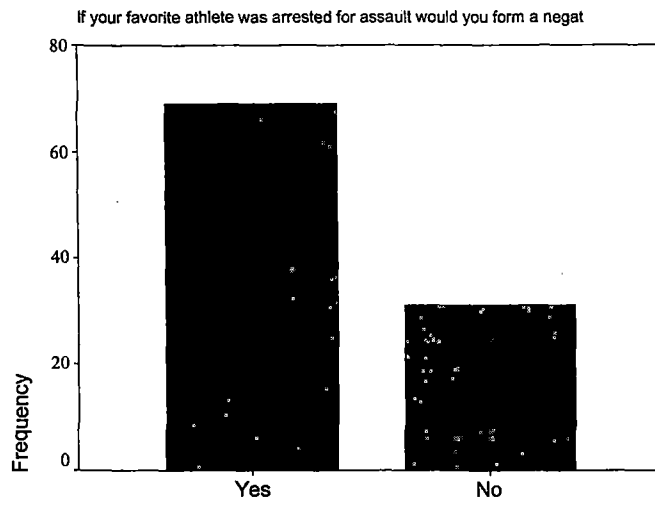
If your favorite actor/actress was arrested for drug use would you fo



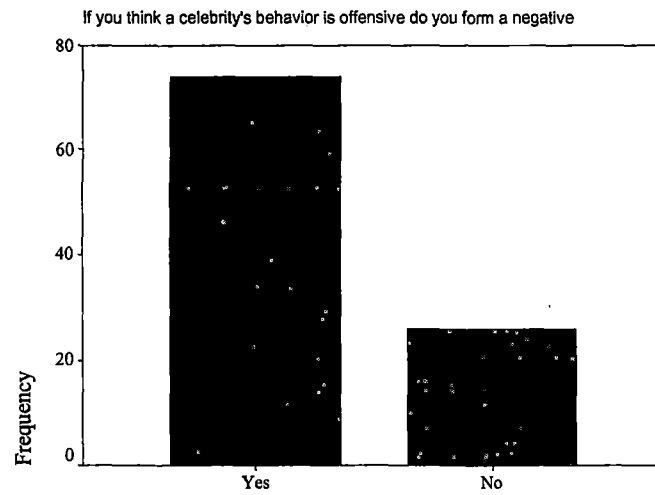
If your favorite actor/actress was arrested for assault would you for



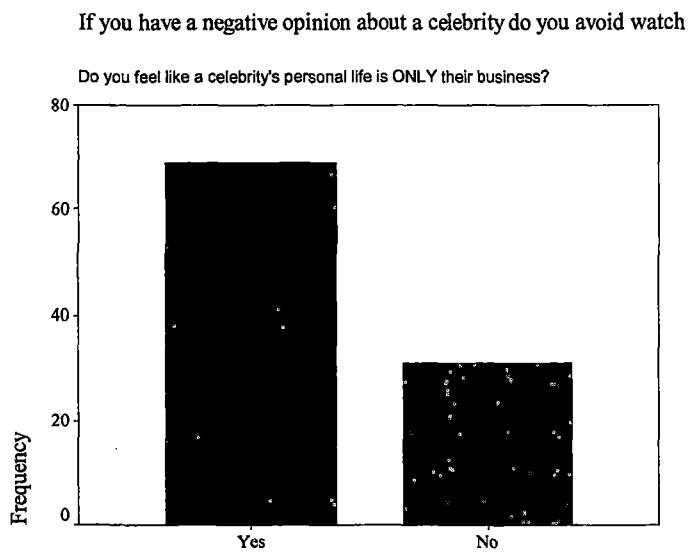
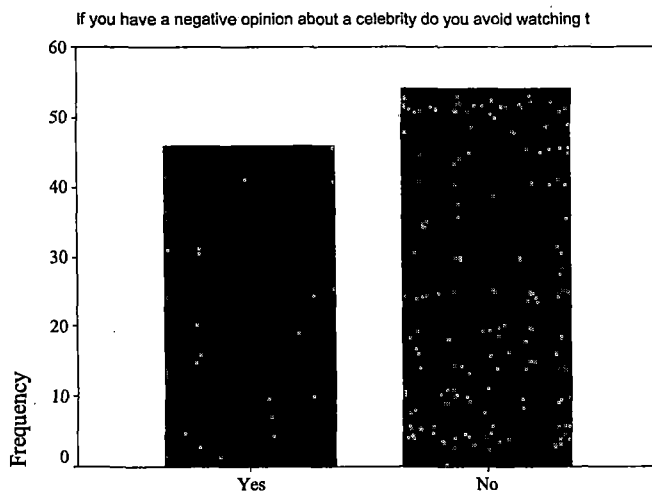
If your favorite athlete was arrested for drug use would you form a



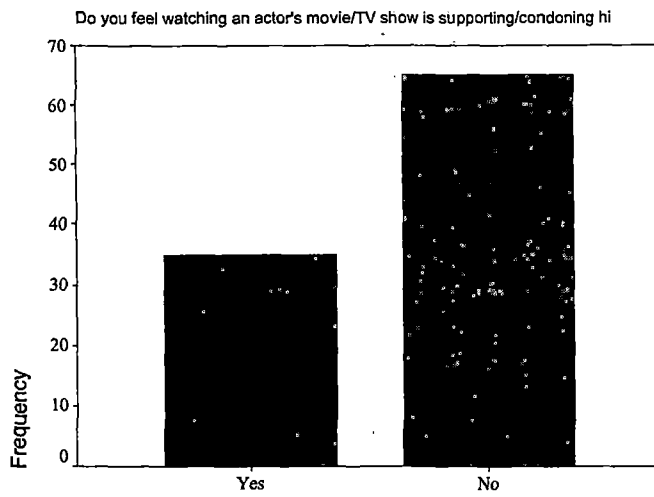
If your favorite athlete was arrested for assault would you form a negative



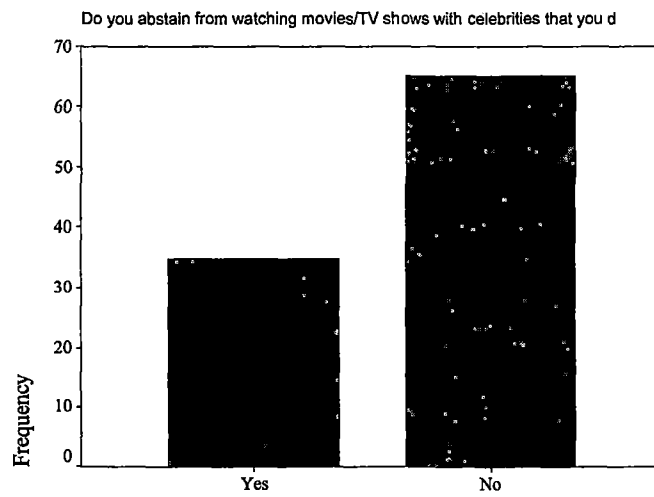
If you think a celebrity's behavior is offensive do you form a negative



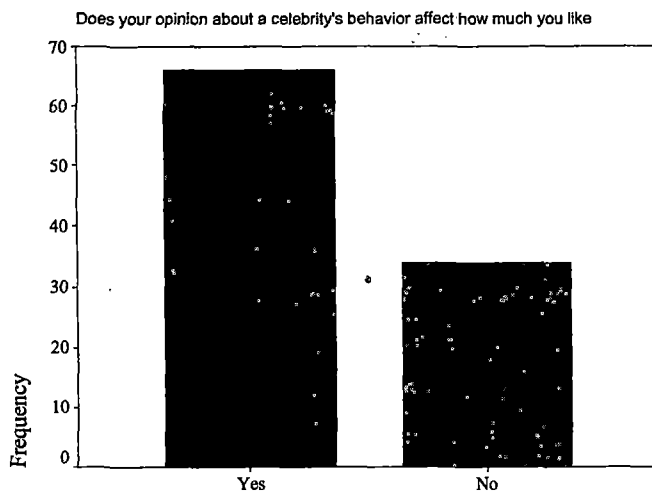
Do you feel like a celebrity's personal life is ONLY their business?



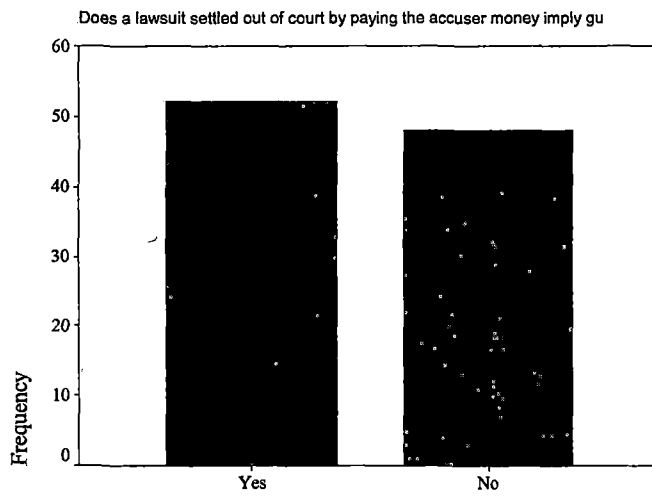
Do you feel watching an actor's movie/TV show is supporting/condo



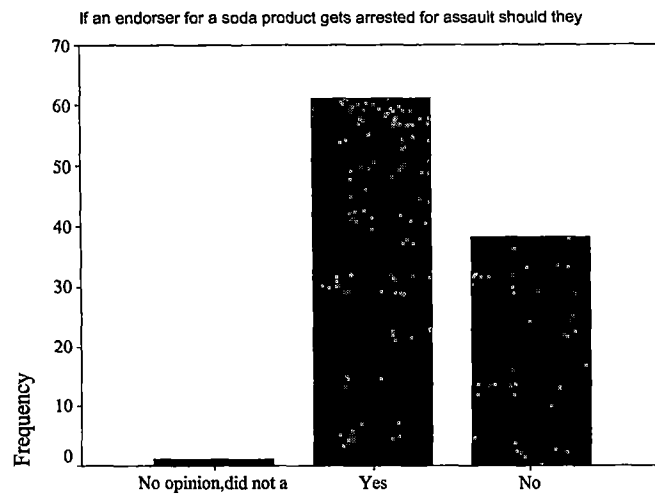
Do you abstain from watching movies/TV shows with celebrities th



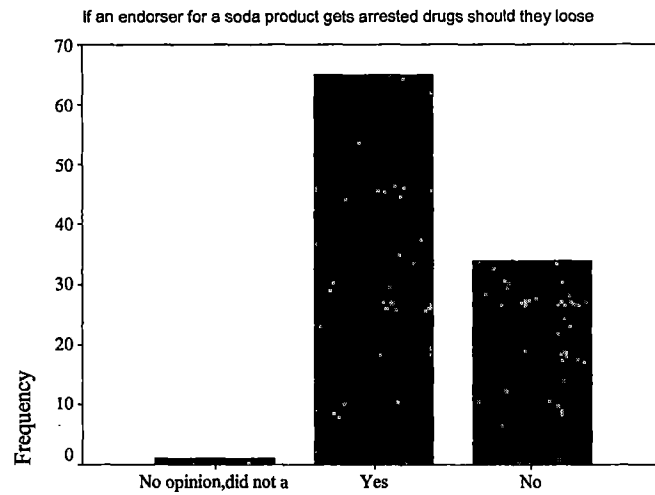
Does your opinion about a celebrity's behavior affect how much you



Does a lawsuit settled out of court by paying the accuser money imp

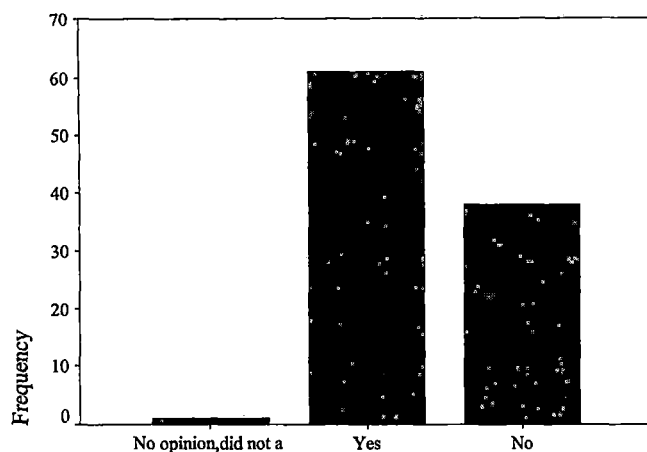


If an endorser for a soda product gets arrested for assault should the



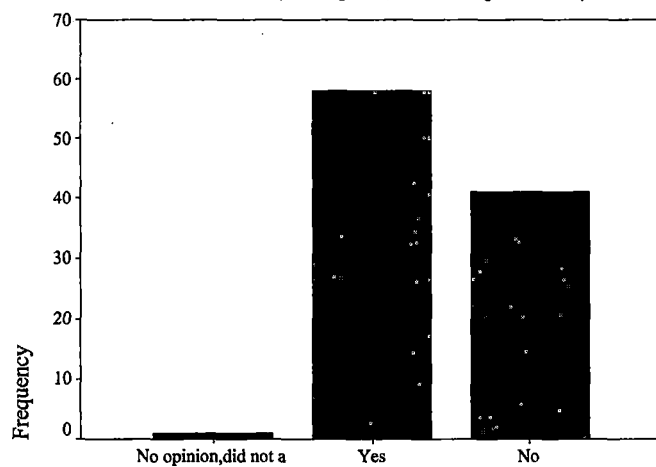
If an endorser for a soda product gets arrested drugs should they loo

If an endorser for a alcohol product gets arrested for assault should th

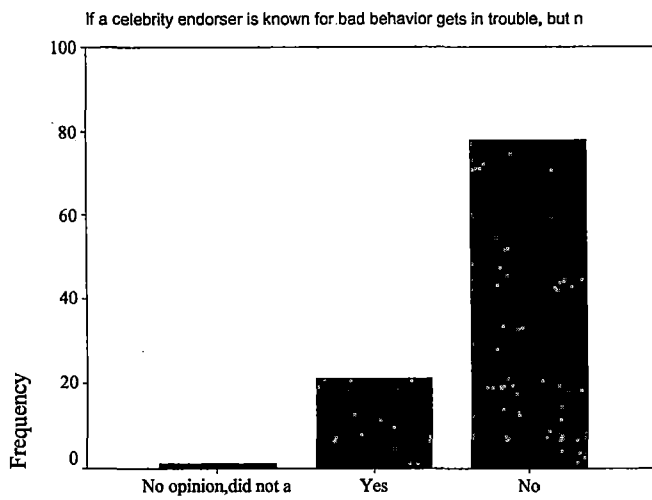


If an endorser for a alcohol product gets arrested for assault should

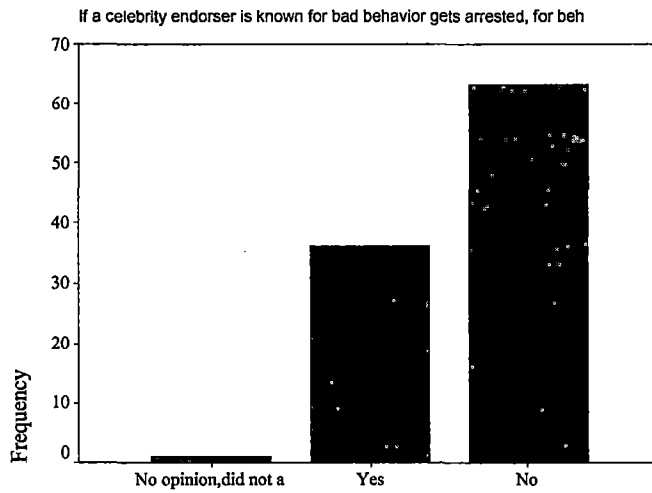
If an endorser for a alcohol product gets arrested for drugs should they



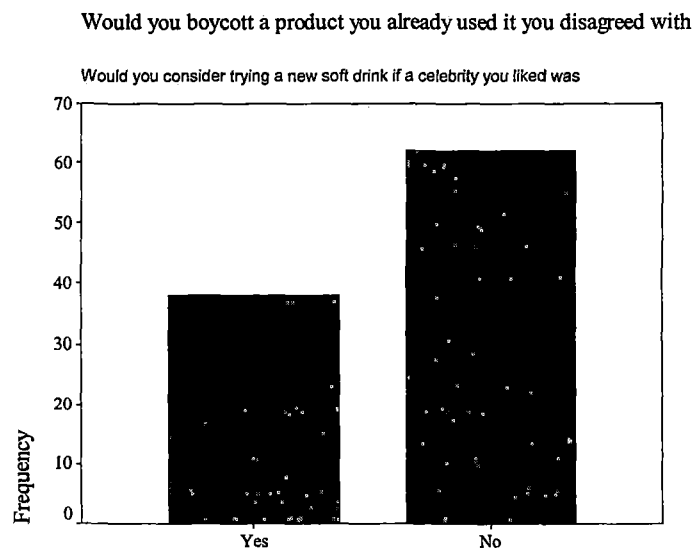
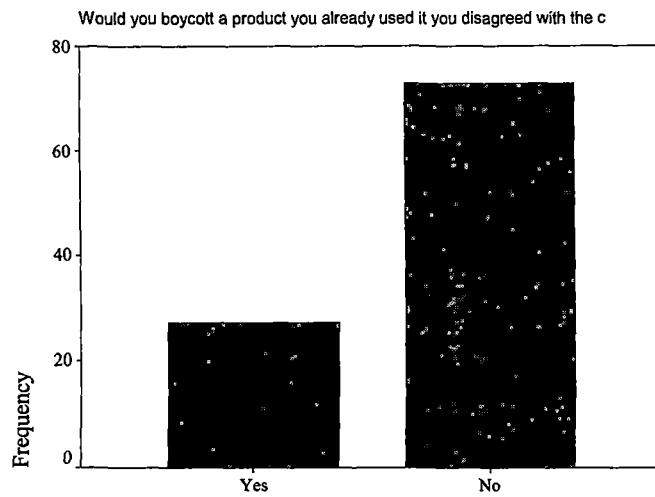
If an endorser for a alcohol product gets arrested for drugs should th



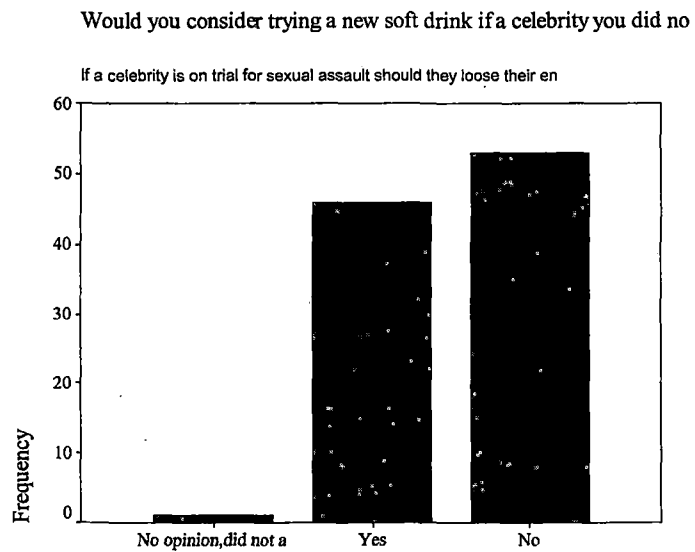
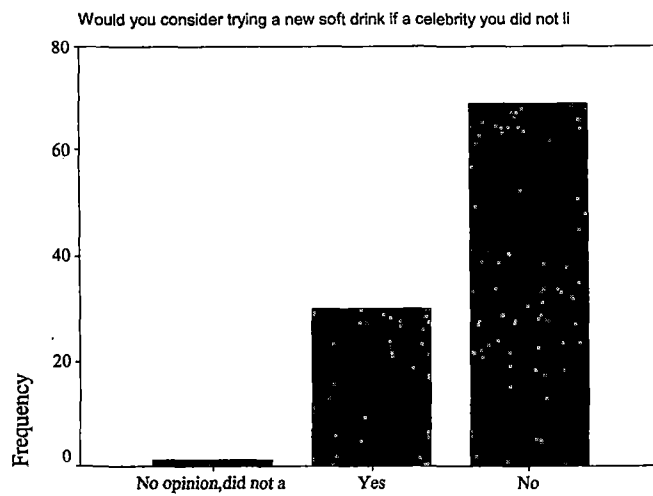
If a celebrity endorser is known for bad behavior gets in trouble, b



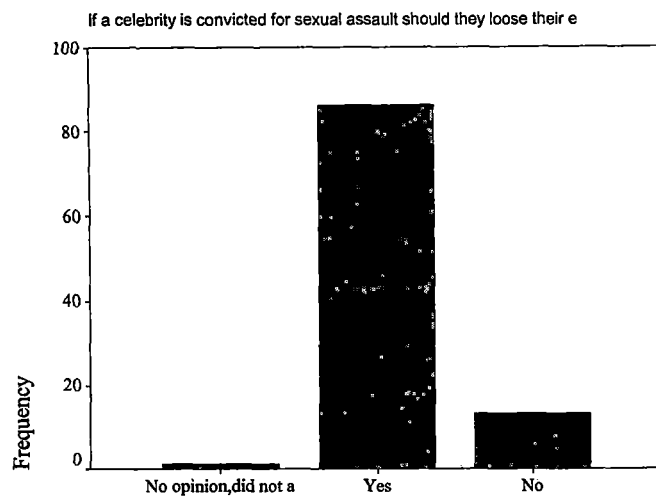
If a celebrity endorser is known for bad behavior gets arrested, for b



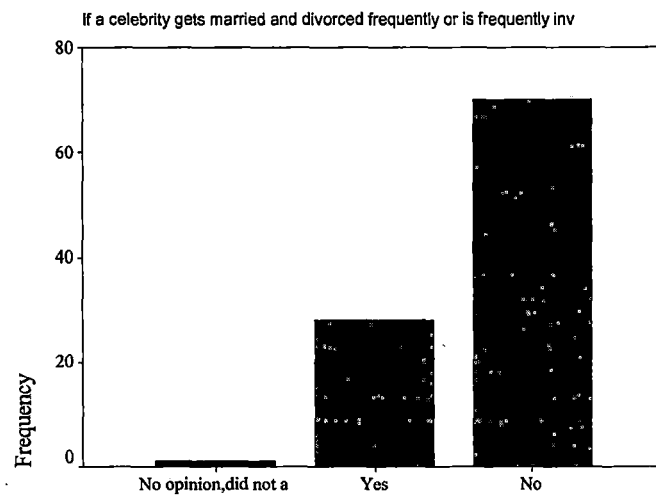
Would you consider trying a new soft drink if a celebrity you liked



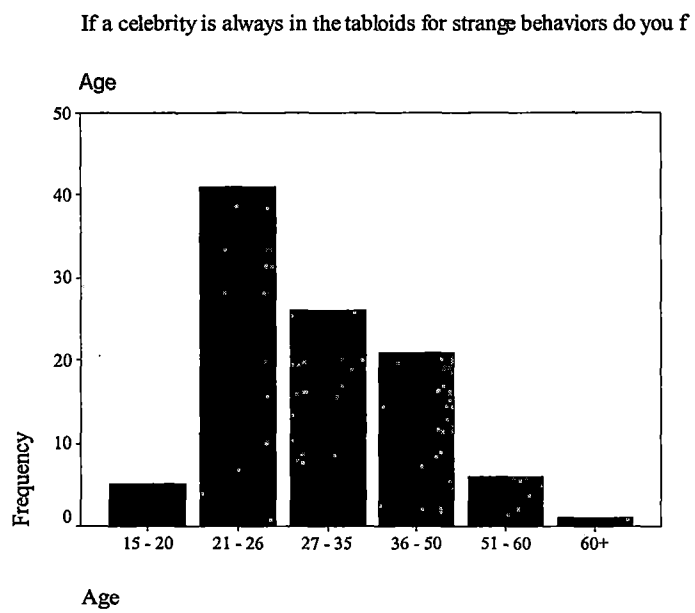
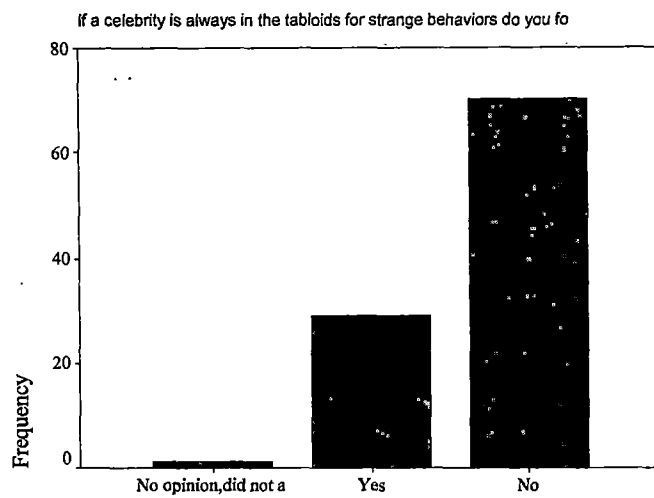
If a celebrity is on trial for sexual assault should they loose their en

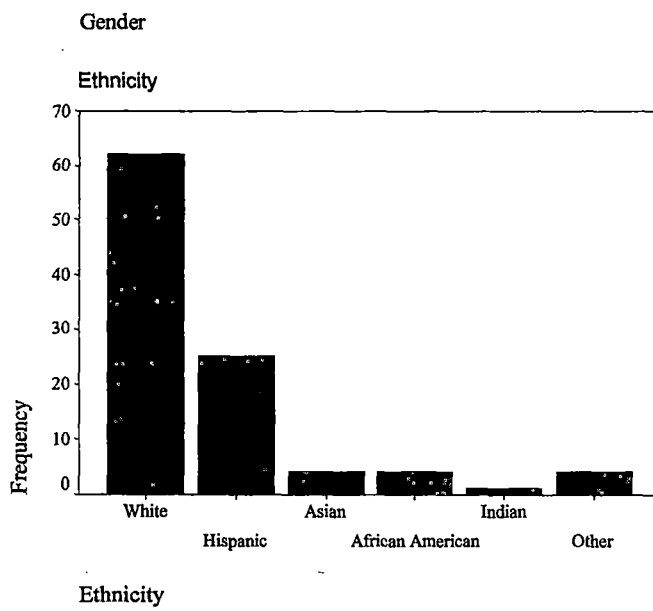
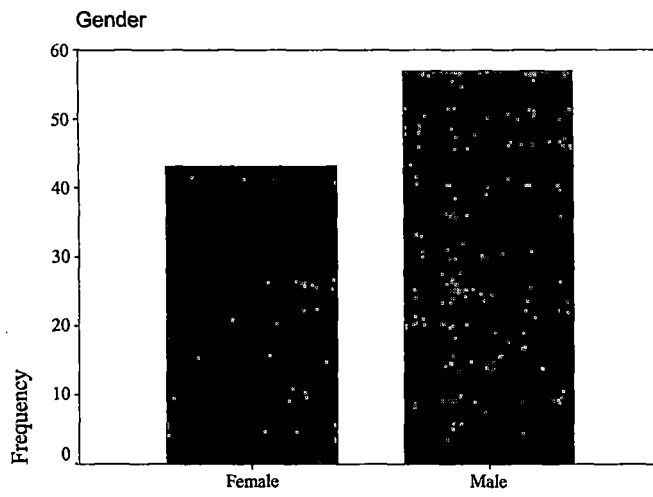


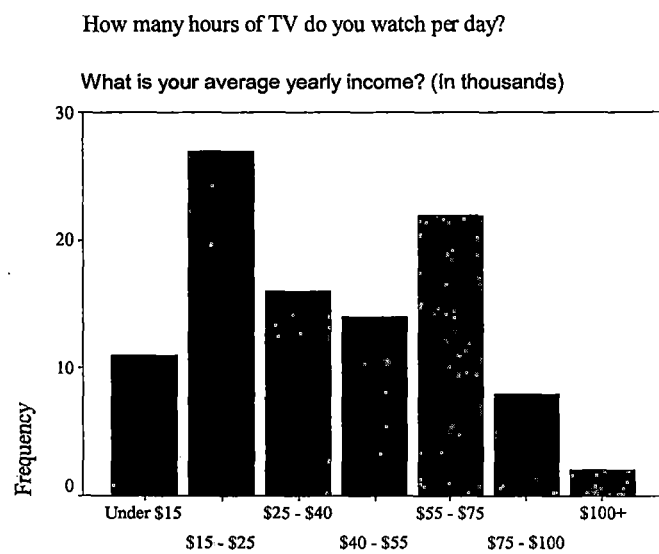
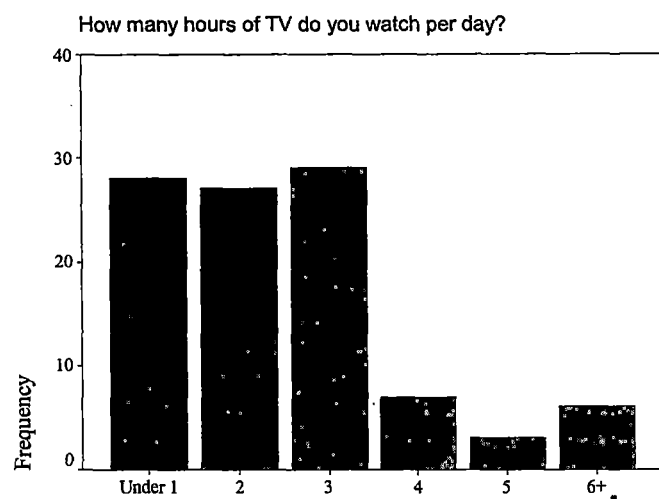
If a celebrity is convicted for sexual assault should they loose their



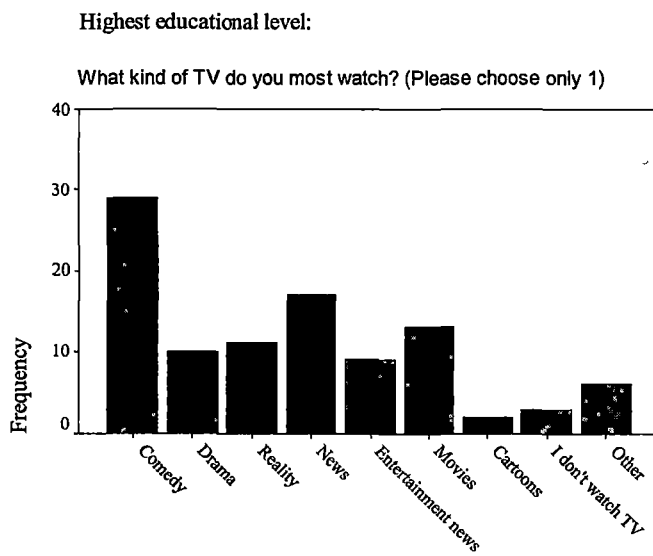
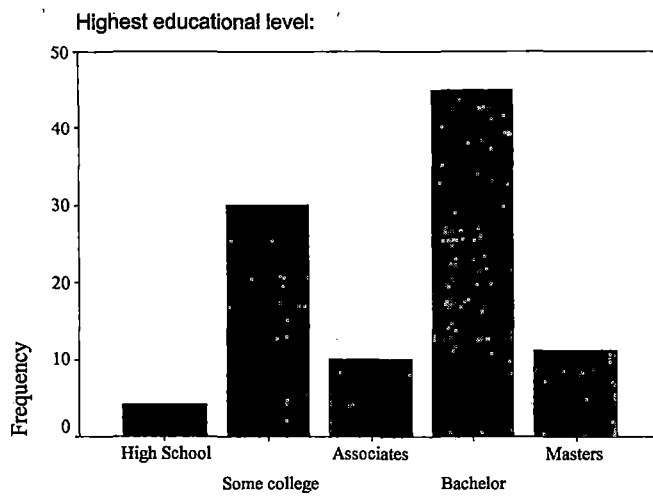
If a celebrity gets married and divorced frequently or is frequently i



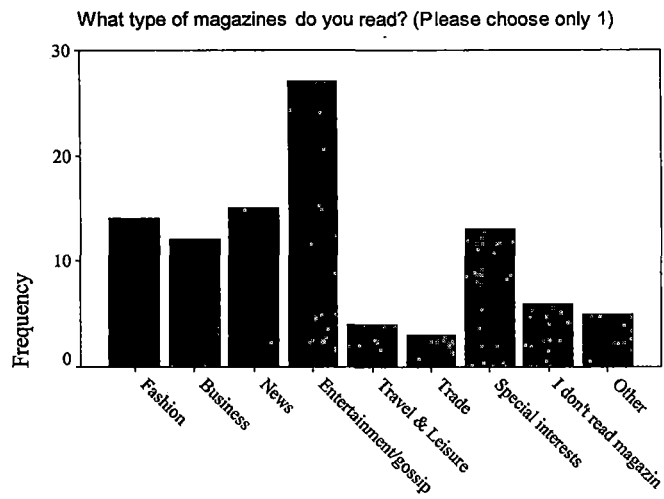




What is your average yearly income? (In thousands)



What kind of TV do you most watch? (Please choose only 1)



What type of magazines do you read? (Please choose only 1)

APPENDIX D

CROSSTABS

Crosstabs

Case Processing Summary	Cases Valid N	Percent	Missing N	Percent	Total N	Percent
What do you think about a celebrity who cheats on his/her partner? * Gender	100	100	0	0	100	100
Do you enjoy seeing celebrities in movies who usually have: * Gender	100	100	0	0	100	100
Which behavior do you find the most offensive for a celebrity? * Gender	100	100	0	0	100	100
Which do you find the most offensive for a celebrity? * Gender	100	100	0	0	100	100
How did the Super Bowl incident change your opinion about Janet Jackson? * Gender	100	100	0	0	100	100
How did the Super Bowl incident change your opinion about Justin Timberlake? * Gender	100	100	0	0	100	100
Do you think an actor's behavior should affect his/her career? * Gender	100	100	0	0	100	100
Do you think an athlete's behavior should affect him/her as an endorser? * Gender	100	100	0	0	100	100
If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her? * Gender	100	100	0	0	100	100
If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her? * Gender	100	100	0	0	100	100
Would you go to see a movie if the star is known for bad non-violent behavior? * Gender	100	100	0	0	100	100
Would you go to see a movie if the star is known for bad violent behavior? * Gender	100	100	0	0	100	100
Would you go to see a movie if the star is known to use drugs? * Gender	100	100	0	0	100	100
Would you go to see a movie if the star is known to abuse their partner or children? * Gender	100	100	0	0	100	100
Would you go to see a movie if the star is a known atheist? * Gender	100	100	0	0	100	100
If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her? * Gender	100	100	0	0	100	100
If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her? * Gender	100	100	0	0	100	100
If your favorite athlete was arrested for drug use would you form a negative	100	100	0	0	100	100

opinion of him/her? * Gender						
If your favorite athlete was arrested for assault would you form a negative opinion of him/her? * Gender	100	100	0	0	100	100
If you think a celebrity's behavior is offensive do you form a negative opinion about him/her? * Gender	100	100	0	0	100	100
If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..? * Gender	100	100	0	0	100	100
Do you feel like a celebrity's personal life is ONLY their business? * Gender	100	100	0	0	100	100
Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior? * Gender	100	100	0	0	100	100
Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior? * Gender	100	100	0	0	100	100
Does your opinion about a celebrity's behavior affect how much you like or dislike them? * Gender	100	100	0	0	100	100
Does a lawsuit settled out of court by paying the accuser money imply guilt? * Gender	100	100	0	0	100	100
If an endorser for a soda product gets arrested for assault should they lose their endorsement deal? * Gender	100	100	0	0	100	100
If an endorser for a soda product gets arrested drugs should they lose their endorsement deal? * Gender	100	100	0	0	100	100
If an endorser for a alcohol product gets arrested for assault should they lose their endorsement deal? * Gender	100	100	0	0	100	100
If an endorser for a alcohol product gets arrested for drugs should they lose their endorsement deal? * Gender	100	100	0	0	100	100
If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they lose their endorsement deal? * Gender	100	100	0	0	100	100
If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they lose their endorsement deal? * Gender	100	100	0	0	100	100
Would you boycott a product you already used if you disagreed with the celebrity endorser's behavior? * Gender	100	100	0	0	100	100

Would you consider trying a new soft drink if a celebrity you liked was the endorser? * Gender	100	100	0	0	100	100
Would you consider trying a new soft drink if a celebrity you did not liked was the endorser? * Gender	100	100	0	0	100	100
If a celebrity is on trial for sexual assault should they loose their endorsement deals? * Gender	100	100	0	0	100	100
If a celebrity is convicted for sexual assault should they loose their endorsement deals? * Gender	100	100	0	0	100	100
If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them? * Gender	99	99	1	1	100	100
If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them? * Gender	100	100	0	0	100	100

What do you think about a celebrity who cheats on his/her partner? * Gender Crosstabulation

		Gender		Total
		Female	Male	
What do you think about a celebrity who cheats on his/her partner?	0			
	What do you think about a celebrity who cheats on his/her partner?		100.0%	100.0%
	% within Gender		1.8%	1.0%
	% of Total		1.0%	1.0%
	No Opinion. It has no effect on whether I like or dislike them	42.1%	57.9%	100.0%
	% within Gender	18.6%	19.3%	19.0%
	% of Total	8.0%	11.0%	19.0%
	I don't think it is OK, but I still like them	50.0%	50.0%	100.0%
	% within Gender	23.3%	17.5%	20.0%
	% of Total	10.0%	10.0%	20.0%
	It lowers my opinion of them, but will still support them	34.6%	65.4%	100.0%
	% within Gender	41.9%	59.6%	52.0%
	% of Total	18.0%	34.0%	52.0%
	I dislike them and try not to support their careers	87.5%	12.5%	100.0%
	% within Gender	16.3%	1.8%	8.0%
	% of Total	7.0%	1.0%	8.0%
Total		43.0%	57.0%	100.0%
		100.0%	100.0%	100.0%
		43.0%	57.0%	100.0%

Do you enjoy seeing celebrities in movies who usually have: * Gender Crosstabulation

			Gender		Total
			Female	Male	
Do you enjoy seeing celebrities in movies who usually have:	No controversy in their personal life	% within Do you enjoy seeing celebrities in movies who usually have:	47.6%	52.4%	100.0%
		% within Gender	23.3%	19.3%	21.0%
		% of Total	10.0%	11.0%	21.0%
	Some controversy in their personal life	% within Do you enjoy seeing celebrities in movies who usually have:	50.0%	50.0%	100.0%
		% within Gender	7.0%	5.3%	6.0%
		% of Total	3.0%	3.0%	6.0%
	Are controversial and are frequently are in the tabloids	% within Do you enjoy seeing celebrities in movies who usually have:	60.0%	40.0%	100.0%
		% within Gender	7.0%	3.5%	5.0%
		% of Total	3.0%	2.0%	5.0%
	It does not matter	% within Do you enjoy seeing celebrities in movies who usually have:	39.7%	60.3%	100.0%
		% within Gender	62.8%	71.9%	68.0%
		% of Total	27.0%	41.0%	68.0%
Total		% within Do you enjoy seeing celebrities in movies who usually have:	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

Which behavior do you find the most offensive for a celebrity? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Which behavior do you find the most offensive for a celebrity?	Getting drunk and fighting in public	% within Which behavior do you find the most offensive for a celebrity?	33.3%	66.7%	100.0%
		% within Gender	16.3%	24.6%	21.0%
		% of Total	7.0%	14.0%	21.0%
	Being mean to others and hard to work with	% within Which behavior do you find the most offensive for a celebrity?	50.0%	50.0%	100.0%
		% within Gender	83.7%	63.2%	72.0%
		% of Total	36.0%	36.0%	72.0%
	Having to go into rehab for alcohol abuse	% within Which behavior do you find the most offensive for a celebrity?		100.0%	100.0%
		% within Gender		3.5%	2.0%
		% of Total		2.0%	2.0%
	Having to go into rehab for prescription drug use	% within Which behavior do you find the most offensive for a celebrity?		100.0%	100.0%
		% within Gender		8.8%	5.0%
		% of Total		5.0%	5.0%
Total	% within Which behavior do you find the most offensive for a celebrity?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Which do you find the most offensive for a celebrity? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Which do you find the most offensive for a celebrity?	Getting arrested for drunk driving	% within Which do you find the most offensive for a celebrity?	37.9%	62.1%	100.0%
		% within Gender	25.6%	31.6%	29.0%
		% of Total	11.0%	18.0%	29.0%
	Getting arrested for drug possession	% within Which do you find the most offensive for a celebrity?	35.7%	64.3%	100.0%
		% within Gender	11.6%	15.8%	14.0%
		% of Total	5.0%	9.0%	14.0%
	Getting arrested for assault	% within Which do you find the most offensive for a celebrity?	45.2%	54.8%	100.0%
		% within Gender	44.2%	40.4%	42.0%
		% of Total	19.0%	23.0%	42.0%
	Getting arrested for tax evasion or a white collar crime	% within Which do you find the most offensive for a celebrity?	53.3%	46.7%	100.0%
		% within Gender	18.6%	12.3%	15.0%
		% of Total	8.0%	7.0%	15.0%
Total	% within Which do you find the most offensive for a celebrity?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

How did the Super Bowl incident change your opinion about Janet Jackson? * Gender Crosstabulation

			Gender		Total
			Female	Male	
How did the Super Bowl incident change your opinion about Janet Jackson?	I don't know what happened	% within How did the Super Bowl incident change your opinion about Janet Jackson?	100.0%		100.0%
		% within Gender	9.3%		4.0%
		% of Total	4.0%		4.0%
	No opinion change	% within How did the Super Bowl incident change your opinion about Janet Jackson?	32.8%	67.2%	100.0%
		% within Gender	46.5%	71.9%	61.0%
		% of Total	20.0%	41.0%	61.0%
	I liked her even more after	% within How did the Super Bowl incident change your opinion about Janet Jackson?	42.9%	57.1%	100.0%
		% within Gender	7.0%	7.0%	7.0%
		% of Total	3.0%	4.0%	7.0%
	It lowered my opinion some	% within How did the Super Bowl incident change your opinion about Janet Jackson?	55.6%	44.4%	100.0%
		% within Gender	11.6%	7.0%	9.0%
		% of Total	5.0%	4.0%	9.0%
	It really lowered my opinion	% within How did the Super Bowl incident change your opinion about Janet Jackson?	61.5%	38.5%	100.0%
		% within Gender	18.6%	8.8%	13.0%
		% of Total	8.0%	5.0%	13.0%
	I really dislike her now	% within How did the Super Bowl incident change your opinion about Janet Jackson?	50.0%	50.0%	100.0%
		% within Gender	7.0%	5.3%	6.0%
		% of Total	3.0%	3.0%	6.0%
Total	% within How did the Super Bowl incident change your opinion about Janet Jackson?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

How did the Super Bowl incident change your opinion about Justin Timberlake? * Gender Crosstabulation

			Gender		Total
			Female	Male	
How did the Super Bowl incident change your opinion about Justin Timberlake?	I don't know what happened	% within How did the Super Bowl incident change your opinion about Justin Timberlake?	100.0%		100.0%
		% within Gender	9.3%		4.0%
		% of Total	4.0%		4.0%
	No opinion change	% within How did the Super Bowl incident change your opinion about Justin Timberlake?	31.0%	69.0%	100.0%
		% within Gender	41.9%	70.2%	58.0%
		% of Total	18.0%	40.0%	58.0%
	I liked him even more after	% within How did the Super Bowl incident change your opinion about Justin Timberlake?	42.9%	57.1%	100.0%
		% within Gender	7.0%	7.0%	7.0%
		% of Total	3.0%	4.0%	7.0%
	It lowered my opinion some	% within How did the Super Bowl incident change your opinion about Justin Timberlake?	46.2%	53.8%	100.0%
		% within Gender	14.0%	12.3%	13.0%
		% of Total	6.0%	7.0%	13.0%
	It really lowered my opinion	% within How did the Super Bowl incident change your opinion about Justin Timberlake?	71.4%	28.6%	100.0%
		% within Gender	23.3%	7.0%	14.0%
% of Total		10.0%	4.0%	14.0%	
I really dislike him now	% within How did the Super Bowl incident change your opinion about Justin Timberlake?	50.0%	50.0%	100.0%	
	% within Gender	4.7%	3.5%	4.0%	
	% of Total	2.0%	2.0%	4.0%	
Total	% within How did the Super Bowl incident change your opinion about Justin Timberlake?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Do you think an actor's behavior should affect his/her career? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Do you think an actor's behavior should affect his/her career?	Yes	% within Do you think an actor's behavior should affect his/her career?	39.8%	60.2%	100.0%
		% within Gender	76.7%	87.7%	83.0%
		% of Total	33.0%	50.0%	83.0%
	No	% within Do you think an actor's behavior should affect his/her career?	58.8%	41.2%	100.0%
		% within Gender	23.3%	12.3%	17.0%
		% of Total	10.0%	7.0%	17.0%
Total	% within Do you think an actor's behavior should affect his/her career?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Do you think an athlete's behavior should affect him/her as an endorser? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Do you think an athlete's behavior should affect him/her as an endorser?	Yes	% within Do you think an athlete's behavior should affect him/her as an endorser?	41.1%	58.9%	100.0%
		% within Gender	86.0%	93.0%	90.0%
		% of Total	37.0%	53.0%	90.0%
	No	% within Do you think an athlete's behavior should affect him/her as an endorser?	60.0%	40.0%	100.0%
		% within Gender	14.0%	7.0%	10.0%
		% of Total	6.0%	4.0%	10.0%
Total	% within Do you think an athlete's behavior should affect him/her as an endorser?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her? * Gender Crosstabulation

			Gender		Total
			Female	Male	
If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her?	Yes	% within If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her?	46.2%	53.8%	100.0%
		% within Gender	41.9%	36.8%	39.0%
		% of Total	18.0%	21.0%	39.0%
	No	% within If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her?	41.0%	59.0%	100.0%
		% within Gender	58.1%	63.2%	61.0%
		% of Total	25.0%	36.0%	61.0%
Total		% within If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her
*** Gender Crosstabulation**

			Gender		Total
			Female	Male	
If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her?	Yes	% within If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her?	40.2%	59.8%	100.0%
		% within Gender	81.4%	91.2%	87.0%
		% of Total	35.0%	52.0%	87.0%
	No	% within If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her?	61.5%	38.5%	100.0%
		% within Gender	18.6%	8.8%	13.0%
		% of Total	8.0%	5.0%	13.0%
Total	% within If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

**Would you go to see a movie if the star is known for bad non-violent behavior? * Gender
Crosstabulation**

			Gender		Total
			Female	Male	
Would you go to see a movie if the star is known for bad non-violent behavior?	Yes	% within Would you go to see a movie if the star is known for bad non-violent behavior?	43.2%	56.8%	100.0%
		% within Gender	95.3%	94.7%	95.0%
		% of Total	41.0%	54.0%	95.0%
	No	% within Would you go to see a movie if the star is known for bad non-violent behavior?	40.0%	60.0%	100.0%
		% within Gender	4.7%	5.3%	5.0%
		% of Total	2.0%	3.0%	5.0%
Total		% within Would you go to see a movie if the star is known for bad non-violent behavior?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

**Would you go to see a movie if the star is known for bad violent behavior? * Gender
Crosstabulation**

			Gender		Total
			Female	Male	
Would you go to see a movie if the star is known for bad violent behavior?	Yes	% within Would you go to see a movie if the star is known for bad violent behavior?	42.9%	57.1%	100.0%
		% within Gender	69.8%	70.2%	70.0%
		% of Total	30.0%	40.0%	70.0%
	No	% within Would you go to see a movie if the star is known for bad violent behavior?	43.3%	56.7%	100.0%
		% within Gender	30.2%	29.8%	30.0%
		% of Total	13.0%	17.0%	30.0%
Total	% within Would you go to see a movie if the star is known for bad violent behavior?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Would you go to see a movie if the star is known to use drugs? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Would you go to see a movie if the star is known to use drugs?	Yes	% within Would you go to see a movie if the star is known to use drugs?	43.7%	56.3%	100.0%
		% within Gender	88.4%	86.0%	87.0%
		% of Total	38.0%	49.0%	87.0%
	No	% within Would you go to see a movie if the star is known to use drugs?	38.5%	61.5%	100.0%
		% within Gender	11.6%	14.0%	13.0%
		% of Total	5.0%	8.0%	13.0%
Total	% within Would you go to see a movie if the star is known to use drugs?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Would you go to see a movie if the star is known to abuse their partner or children? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Would you go to see a movie if the star is known to abuse their partner or children?	Yes	% within Would you go to see a movie if the star is known to abuse their partner or children?	48.6%	51.4%	100.0%
		% within Gender	41.9%	33.3%	37.0%
		% of Total	18.0%	19.0%	37.0%
	No	% within Would you go to see a movie if the star is known to abuse their partner or children?	39.7%	60.3%	100.0%
		% within Gender	58.1%	66.7%	63.0%
		% of Total	25.0%	38.0%	63.0%
Total	% within Would you go to see a movie if the star is known to abuse their partner or children?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Would you go to see a movie if the star is a known atheist? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Would you go to see a movie if the star is a known atheist?	Yes	% within Would you go to see a movie if the star is a known atheist?	43.3%	56.7%	100.0%
		% within Gender	90.7%	89.5%	90.0%
		% of Total	39.0%	51.0%	90.0%
	No	% within Would you go to see a movie if the star is a known atheist?	40.0%	60.0%	100.0%
		% within Gender	9.3%	10.5%	10.0%
		% of Total	4.0%	6.0%	10.0%
Total	% within Would you go to see a movie if the star is a known atheist?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her? * Gender Crosstabulation

			Gender		Total
			Female	Male	
If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?	Yes	% within If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?	34.9%	65.1%	100.0%
		% within Gender	34.9%	49.1%	43.0%
		% of Total	15.0%	28.0%	43.0%
	No	% within If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?	49.1%	50.9%	100.0%
		% within Gender	65.1%	50.9%	57.0%
		% of Total	28.0%	29.0%	57.0%
Total		% within If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

f your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?
*** Gender Crosstabulation**

			Gender		Total
			Female	Male	
If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?	Yes	% within If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?	35.7%	64.3%	100.0%
		% within Gender	58.1%	78.9%	70.0%
		% of Total	25.0%	45.0%	70.0%
	No	% within If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?	60.0%	40.0%	100.0%
		% within Gender	41.9%	21.1%	30.0%
		% of Total	18.0%	12.0%	30.0%
Total		% within If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

f your favorite athlete was arrested for drug use would you form a negative opinion of him/her? '
Gender Crosstabulation

			Gender		Total
			Female	Male	
If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?	Yes	% within If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?	34.7%	65.3%	100.0%
		% within Gender	39.5%	56.1%	49.0%
		% of Total	17.0%	32.0%	49.0%
	No	% within If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?	51.0%	49.0%	100.0%
		% within Gender	60.5%	43.9%	51.0%
		% of Total	26.0%	25.0%	51.0%
Total	% within If your favorite athlete was arrested for drug use would you form a negative opinion of him/her?		43.0%	57.0%	100.0%
	% within Gender		100.0%	100.0%	100.0%
	% of Total		43.0%	57.0%	100.0%

If your favorite athlete was arrested for assault would you form a negative opinion of him/her? *
Gender Crosstabulation

			Gender		Total
			Female	Male	
If your favorite athlete was arrested for assault would you form a negative opinion of him/her?	Yes	% within If your favorite athlete was arrested for assault would you form a negative opinion of him/her?	37.7%	62.3%	100.0%
		% within Gender	60.5%	75.4%	69.0%
		% of Total	26.0%	43.0%	69.0%
	No	% within If your favorite athlete was arrested for assault would you form a negative opinion of him/her?	54.8%	45.2%	100.0%
		% within Gender	39.5%	24.6%	31.0%
		% of Total	17.0%	14.0%	31.0%
Total		% within If your favorite athlete was arrested for assault would you form a negative opinion of him/her?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

you think a celebrity's behavior is offensive do you form a negative opinion about him/her?
Gender Crosstabulation

			Gender		Total
			Female	Male	
If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?	Yes	% within If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?	36.5%	63.5%	100.0%
		% within Gender	62.8%	82.5%	74.0%
		% of Total	27.0%	47.0%	74.0%
	No	% within If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?	61.5%	38.5%	100.0%
		% within Gender	37.2%	17.5%	26.0%
		% of Total	16.0%	10.0%	26.0%
Total	% within If you think a celebrity's behavior is offensive do you form a negative opinion about him/her?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..? * Gender Crosstabulation

			Gender		Total
			Female	Male	
If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..?	Yes	% within If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..?	45.7%	54.3%	100.0%
		% within Gender	48.8%	43.9%	46.0%
		% of Total	21.0%	25.0%	46.0%
	No	% within If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..?	40.7%	59.3%	100.0%
		% within Gender	51.2%	56.1%	54.0%
		% of Total	22.0%	32.0%	54.0%
Total	% within If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc..?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Do you feel like a celebrity's personal life is ONLY their business? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Do you feel like a celebrity's personal life is ONLY their business?	Yes	% within Do you feel like a celebrity's personal life is ONLY their business?	43.5%	56.5%	100.0%
		% within Gender	69.8%	68.4%	69.0%
		% of Total	30.0%	39.0%	69.0%
	No	% within Do you feel like a celebrity's personal life is ONLY their business?	41.9%	58.1%	100.0%
		% within Gender	30.2%	31.6%	31.0%
		% of Total	13.0%	18.0%	31.0%
Total	% within Do you feel like a celebrity's personal life is ONLY their business?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

o you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior?
Gender Crosstabulation

			Gender		Total
			Female	Male	
Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior?	Yes	% within Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior?	45.7%	54.3%	100.0%
		% within Gender	37.2%	33.3%	35.0%
		% of Total	16.0%	19.0%	35.0%
	No	% within Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior?	41.5%	58.5%	100.0%
		% within Gender	62.8%	66.7%	65.0%
		% of Total	27.0%	38.0%	65.0%
Total	% within Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior?		43.0%	57.0%	100.0%
	% within Gender		100.0%	100.0%	100.0%
	% of Total		43.0%	57.0%	100.0%

Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior?	Yes	% within Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior?	45.7%	54.3%	100.0%
		% within Gender	37.2%	33.3%	35.0%
		% of Total	16.0%	19.0%	35.0%
	No	% within Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior?	41.5%	58.5%	100.0%
		% within Gender	62.8%	66.7%	65.0%
		% of Total	27.0%	38.0%	65.0%
Total		% within Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

Does your opinion about a celebrity's behavior affect how much you like or dislike them? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Does your opinion about a celebrity's behavior affect how much you like or dislike them?	Yes	% within Does your opinion about a celebrity's behavior affect how much you like or dislike them?	36.4%	63.6%	100.0%
		% within Gender	55.8%	73.7%	66.0%
		% of Total	24.0%	42.0%	66.0%
	No	% within Does your opinion about a celebrity's behavior affect how much you like or dislike them?	55.9%	44.1%	100.0%
		% within Gender	44.2%	26.3%	34.0%
		% of Total	19.0%	15.0%	34.0%
Total	% within Does your opinion about a celebrity's behavior affect how much you like or dislike them?		43.0%	57.0%	100.0%
	% within Gender		100.0%	100.0%	100.0%
	% of Total		43.0%	57.0%	100.0%

Does a lawsuit settled out of court by paying the accuser money imply guilt? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Does a lawsuit settled out of court by paying the accuser money imply guilt?	Yes	% within Does a lawsuit settled out of court by paying the accuser money imply guilt?	30.8%	69.2%	100.0%
		% within Gender	37.2%	63.2%	52.0%
		% of Total	16.0%	36.0%	52.0%
	No	% within Does a lawsuit settled out of court by paying the accuser money imply guilt?	56.3%	43.8%	100.0%
		% within Gender	62.8%	36.8%	48.0%
		% of Total	27.0%	21.0%	48.0%
Total	% within Does a lawsuit settled out of court by paying the accuser money imply guilt?		43.0%	57.0%	100.0%
	% within Gender		100.0%	100.0%	100.0%
	% of Total		43.0%	57.0%	100.0%

If an endorser for a soda product gets arrested for assault should they lose their endorsement deal? *
Gender Crosstabulation

			Gender		Total
			Female	Male	
If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?	No opinion,did not answer	% within If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?	41.0%	59.0%	100.0%
		% within Gender	58.1%	63.2%	61.0%
		% of Total	25.0%	36.0%	61.0%
	No	% within If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?	44.7%	55.3%	100.0%
		% within Gender	39.5%	36.8%	38.0%
		% of Total	17.0%	21.0%	38.0%
	Total	% within If an endorser for a soda product gets arrested for assault should they loose their endorsement deal?	43.0%	57.0%	100.0%
% within Gender		100.0%	100.0%	100.0%	
% of Total		43.0%	57.0%	100.0%	

**an endorser for a soda product gets arrested drugs should they loose their endorsement deal? * Gende
Crosstabulation**

			Gender		Total
			Female	Male	
If an endorser for a soda product gets arrested drugs should they loose their endorsement deal?	No opinion,did not answer	% within If an endorser for a soda product gets arrested drugs should they loose their endorsement deal?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If an endorser for a soda product gets arrested drugs should they loose their endorsement deal?	38.5%	61.5%	100.0%
		% within Gender	58.1%	70.2%	65.0%
		% of Total	25.0%	40.0%	65.0%
	No	% within If an endorser for a soda product gets arrested drugs should they loose their endorsement deal?	50.0%	50.0%	100.0%
		% within Gender	39.5%	29.8%	34.0%
		% of Total	17.0%	17.0%	34.0%
Total	% within If an endorser for a soda product gets arrested drugs should they loose their endorsement deal?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal? *
Gender Crosstabulation

			Gender		Total
			Female	Male	
If an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal?	No opinion,did not answer	% within If an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal?	41.0%	59.0%	100.0%
		% within Gender	58.1%	63.2%	61.0%
		% of Total	25.0%	36.0%	61.0%
	No	% within If an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal?	44.7%	55.3%	100.0%
		% within Gender	39.5%	36.8%	38.0%
		% of Total	17.0%	21.0%	38.0%
	Total	% within If an endorser for a alcohol product gets arrested for assault should they loose their endorsement deal?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?
Gender Crosstabulation

			Gender		Total
			Female	Male	
If an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?	No opinion,did not answer	% within If an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?	32.8%	67.2%	100.0%
		% within Gender	44.2%	68.4%	58.0%
		% of Total	19.0%	39.0%	58.0%
	No	% within If an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?	56.1%	43.9%	100.0%
		% within Gender	53.5%	31.6%	41.0%
		% of Total	23.0%	18.0%	41.0%
Total	% within If an endorser for a alcohol product gets arrested for drugs should they loose their endorsement deal?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal? * Gender Crosstabulation

			Gender		Total
			Female	Male	
If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal?	No opinion,did not answer	% within If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal?	19.0%	81.0%	100.0%
		% within Gender	9.3%	29.8%	21.0%
		% of Total	4.0%	17.0%	21.0%
	No	% within If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal?	48.7%	51.3%	100.0%
		% within Gender	88.4%	70.2%	78.0%
		% of Total	38.0%	40.0%	78.0%
	Total	% within If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they loose their endorsement deal? * Gender Crosstabulation

			Gender		Total
			Female	Male	
If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they loose their endorsement deal?	No opinion,did not answer	% within If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they loose their endorsement deal?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they loose their endorsement deal?	19.4%	80.6%	100.0%
		% within Gender	16.3%	50.9%	36.0%
		% of Total	7.0%	29.0%	36.0%
	No	% within If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they loose their endorsement deal?	55.6%	44.4%	100.0%
		% within Gender	81.4%	49.1%	63.0%
		% of Total	35.0%	28.0%	63.0%
	Total	% within If a celebrity endorser is known for bad behavior gets arrested, for behavior that is similar to their reputation should they loose their endorsement deal?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

ould you boycott a product you already used it you disagreed with the celebrity endorsers behavior? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Would you boycott a product you already used it you disagreed with the celebrity endorsers behavior?	Yes	% within Would you boycott a product you already used it you disagreed with the celebrity endorsers behavior?	51.9%	48.1%	100.0%
		% within Gender	32.6%	22.8%	27.0%
		% of Total	14.0%	13.0%	27.0%
	No	% within Would you boycott a product you already used it you disagreed with the celebrity endorsers behavior?	39.7%	60.3%	100.0%
		% within Gender	67.4%	77.2%	73.0%
		% of Total	29.0%	44.0%	73.0%
Total		% within Would you boycott a product you already used it you disagreed with the celebrity endorsers behavior?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

**Would you consider trying a new soft drink if a celebrity you liked was the endorser? * Gender
Crosstabulation**

			Gender		Total
			Female	Male	
Would you consider trying a new soft drink if a celebrity you liked was the endorser?	Yes	% within Would you consider trying a new soft drink if a celebrity you liked was the endorser?	50.0%	50.0%	100.0%
		% within Gender	44.2%	33.3%	38.0%
		% of Total	19.0%	19.0%	38.0%
	No	% within Would you consider trying a new soft drink if a celebrity you liked was the endorser?	38.7%	61.3%	100.0%
		% within Gender	55.8%	66.7%	62.0%
		% of Total	24.0%	38.0%	62.0%
Total	% within Would you consider trying a new soft drink if a celebrity you liked was the endorser?	43.0%	57.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	43.0%	57.0%	100.0%	

Would you consider trying a new soft drink if a celebrity you did not liked was the endorser? * Gender Crosstabulation

			Gender		Total
			Female	Male	
Would you consider trying a new soft drink if a celebrity you did not liked was the endorser?	No opinion,did not answer	% within Would you consider trying a new soft drink if a celebrity you did not liked was the endorser?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within Would you consider trying a new soft drink if a celebrity you did not liked was the endorser?	43.3%	56.7%	100.0%
		% within Gender	30.2%	29.8%	30.0%
		% of Total	13.0%	17.0%	30.0%
	No	% within Would you consider trying a new soft drink if a celebrity you did not liked was the endorser?	42.0%	58.0%	100.0%
		% within Gender	67.4%	70.2%	69.0%
		% of Total	29.0%	40.0%	69.0%
	Total				
		% within Would you consider trying a new soft drink if a celebrity you did not liked was the endorser?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

**If a celebrity is on trial for sexual assault should they loose their endorsement deals? * Gender
Crosstabulation**

			Gender		Total
			Female	Male	
If a celebrity is on trial for sexual assault should they loose their endorsement deals?	No opinion,did not answer	% within If a celebrity is on trial for sexual assault should they loose their endorsement deals?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If a celebrity is on trial for sexual assault should they loose their endorsement deals?	45.7%	54.3%	100.0%
		% within Gender	48.8%	43.9%	46.0%
		% of Total	21.0%	25.0%	46.0%
	No	% within If a celebrity is on trial for sexual assault should they loose their endorsement deals?	39.6%	60.4%	100.0%
		% within Gender	48.8%	56.1%	53.0%
		% of Total	21.0%	32.0%	53.0%
	Total	% within If a celebrity is on trial for sexual assault should they loose their endorsement deals?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

**If a celebrity is convicted for sexual assault should they loose their endorsement deals? * Gender
Crosstabulation**

			Gender		Total
			Female	Male	
If a celebrity is convicted for sexual assault should they loose their endorsement deals?	No opinion,did not answer	% within If a celebrity is convicted for sexual assault should they loose their endorsement deals?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If a celebrity is convicted for sexual assault should they loose their endorsement deals?	43.0%	57.0%	100.0%
		% within Gender	86.0%	86.0%	86.0%
		% of Total	37.0%	49.0%	86.0%
	No	% within If a celebrity is convicted for sexual assault should they loose their endorsement deals?	38.5%	61.5%	100.0%
		% within Gender	11.6%	14.0%	13.0%
		% of Total	5.0%	8.0%	13.0%
	Total	% within If a celebrity is convicted for sexual assault should they loose their endorsement deals?	43.0%	57.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	43.0%	57.0%	100.0%

If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them? * Gender Crosstabulation

			Gender		Total	
			Female	Male		
If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them?	No opinion,did not answer	% within If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them?	100.0%		100.0%	
		% within Gender	2.3%		1.0%	
		% of Total	1.0%		1.0%	
		Yes	% within If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them?	21.4%	78.6%	100.0%
		% within Gender	14.0%	39.3%	28.3%	
		% of Total	6.1%	22.2%	28.3%	
		No	% within If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them?	51.4%	48.6%	100.0%
			% within Gender	83.7%	60.7%	70.7%
	% of Total		36.4%	34.3%	70.7%	
	Total		% within If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them?	43.4%	56.6%	100.0%
		% within Gender	100.0%	100.0%	100.0%	
		% of Total	43.4%	56.6%	100.0%	

a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them
*** Gender Crosstabulation**

			Gender		Total
			Female	Male	
If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?	No opinion,did not answer	% within If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?	100.0%		100.0%
		% within Gender	2.3%		1.0%
		% of Total	1.0%		1.0%
	Yes	% within If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?	37.9%	62.1%	100.0%
		% within Gender	25.6%	31.6%	29.0%
		% of Total	11.0%	18.0%	29.0%
	No	% within If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?	44.3%	55.7%	100.0%
		% within Gender	72.1%	68.4%	70.0%
		% of Total	31.0%	39.0%	70.0%
	Total	% within If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them?	43.0%	57.0%	100.0%
% within Gender		100.0%	100.0%	100.0%	
% of Total		43.0%	57.0%	100.0%	

APPENDIX E
SURVEY

Please read all answers carefully and answer all questions to the best of your ability. All responses are confidential. Please circle the response that comes closest to your own

1. What do you think about a celebrity who cheats on his/her partner?
 - 1) No opinion, It has no effect on whether I like or dislike them
 - 2) I don't think it is OK, but I still like them
 - 3) It lowers my opinion of them, but will still support their careers as I did before
 - 4) I dislike them and try not to support their careers
 - 5) I dislike them and will stop supporting their careers
2. Do you enjoy seeing celebrities in movies who usually have:
 - 1) No controversy in their personal life
 - 2) Some controversy in their personal life
 - 3) Are controversial and are frequently are in the tabloids for strange or bad behavior
 - 4) It does not matter
3. Which behavior do you find the most offensive for a celebrity?
 - 1) Getting drunk and fighting in public
 - 2) Being mean to others and hard to work with
 - 3) Having to go into rehab for alcohol abuse
 - 4) Having to go into rehab for prescription drug use
4. Which do you find the most offensive for a celebrity?
 - 1) Getting arrested for drunk driving
 - 2) Getting arrested for drug possession
 - 3) Getting arrested for assault
 - 4) Getting arrested for tax evasion or a white collar crime
5. How did the Super Bowl incident change your opinion about Janet Jackson?
 - 1) I don't know what happened
 - 2) No opinion change
 - 3) I liked her even more after
 - 4) It lowered my opinion some
 - 5) It really lowered my opinion
 - 6) I really dislike her now
6. How did the Super Bowl incident change your opinion about Justin Timberlake?
 - 1) I don't know what happened
 - 2) No opinion change
 - 3) I liked him even more after
 - 4) It lowered my opinion some
 - 5) It really lowered my opinion
 - 6) I really dislike him now
7. Do you think an actor's behavior should affect his/her career? Yes No
8. Do you think an athlete's behavior should affect him/her as an endorser? Yes No
9. If a celebrity you liked got into trouble for non-violent behavior would that affect your opinion of him/her? Yes No
10. If a celebrity you liked got into trouble for violent behavior would that affect your opinion of him/her? Yes No
11. Would you go to see a movie if the star is known for bad non-violent behavior? Yes No
12. Would you go to see a movie if the star is known for violent behavior? Yes No
13. Would you go to see a movie if the star is known to use drugs? Yes No
14. Would you go to see a movie if the star is known to abuse their partner or children? Yes No
15. Would you go to see a movie if the star is a known atheist? Yes No
16. If your favorite actor/actress was arrested for drug use would you form a negative opinion of him/her? Yes No
17. If your favorite actor/actress was arrested for assault would you form a negative opinion of him/her? Yes No
18. If your favorite athlete was arrested for drug use would you form a negative opinion of him/her? Yes No
19. If your favorite athlete was arrested for assault would you form a negative opinion of him/her? Yes No
20. If you think a celebrity's behavior is offensive do you form a negative opinion about him/her? Yes No
21. If you have a negative opinion about a celebrity do you avoid watching their movies, buying CD's etc.? Yes No

22. Do you feel like a celebrity's personal life is ONLY their business? Yes No
23. Do you feel watching an actor's movie/TV show is supporting/condoning his/her bad behavior? Yes No
24. Do you abstain from watching movies/TV shows with celebrities that you disagree with their behavior? Yes No
25. Does your opinion about a celebrity's behavior affect how much you like or dislike them? Yes No
26. Does a lawsuit settled out of court by paying the accuser money imply guilt? Yes No
27. If an endorser for a soda product gets arrested for assault should they loose their endorsement deal? Yes No
28. If an endorser for a soda product gets arrested for drugs should they loose their endorsement deal? Yes No
29. If an endorser for an alcohol product gets arrested for assault should they loose their endorsement deal? Yes No
30. If an endorser for an alcohol product gets arrested for drugs should they loose their endorsement deal? Yes No
31. If a celebrity endorser is known for bad behavior gets in trouble, but not arrested, for behavior that is expected from their reputation should they loose their endorsement deal? Yes No
32. If a celebrity endorser is known for bad behavior gets arrested for behavior that is expected from their reputation should they loose their endorsement deal? Yes No
33. Would you boycott a product you already use if you disagreed with the celebrity endorsers behavior? Yes No
34. Would you consider trying a new soft drink if a celebrity you liked was the endorser? Yes No
35. Would you consider trying a new soft drink if a celebrity you did not like was the endorser? Yes No
36. If a celebrity is on trial for sexual assault should they loose their endorsement deals? Yes No
37. If a celebrity is convicted for sexual assault should they loose their endorsement deals? Yes No
38. If a celebrity gets married and divorced frequently or is frequently involved romantically with others. Does that affect how much you like them? Yes No
39. If a celebrity is always in the tabloids for strange behaviors do you form a negative opinion about them? Yes No

Please answer the questions below about you. All information is for research only and will be kept confidential

1. Age: 1) Under 15 2) 15 – 20 3) 21 – 26 4) 27 – 35 5) 36 – 50 6) 51-60 7) 60+ 2. Sex? Male Female

3. Ethnicity: (If you are a mix of 2 or more Ethnicities please choose the one you identify with the most)

1) White 2) Hispanic 3) Asian 4) African American 5) Indian 6) Other: _____

4. How many hours of TV do you watch per day? Under 1 2 3 4 5 6+

5. What is your average yearly income? (In thousands)

1) Under \$15 2) \$15 - \$25 3) \$25 - \$40 4) \$40 – \$55 5) \$55 – \$75 6) \$75 - \$100 7) \$100+

6. Highest educational level:

1) Less than High School 2) High school 3) Some college 4) Associates 5) Bachelor 6) Masters 7) PhD

7. What type of TV do you mostly watch? (Please choose only 1)

1) Comedy 2) Drama 3) Reality 4) News 5) Entertainment news 6) Movies 7) Cartoons 8) Talk shows
9) I don't watch TV 10) Other: _____

8. What type of magazines do you read? (Please choose only 1)

1) Fashion 2) Business 3) News 4) Entertainment/gossip 5) Travel & Leisure 6) Trade
7) Special interests 8) I don't read magazines 9) Other: _____

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